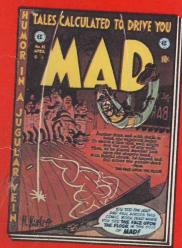


ALSO FEATURING 16 PAGES OF NEVER-BEFORE-PUBLISHED MATERIALPLUS THE USUAL ASSORTMENT OF GARBAGE FROM PAST ISSUES









HYSTERIA REPEATS ITSELF AGAIN!

MAINLY, OUR PAST RETCHES UP WITH US ONCE MORE...IN...
ANOTHER THROWBACK TO THE "GOOD OLD DAYS"

(which you may very well throw back at us!)



THE NOSTALGIC



NUMBER SEVEN

OUR SEVENTH ASSORTMENT OF COLLECTOR'S ITEMS FROM THESE VALUABLE ISSUES OF THE '50'S

WARNING: AS YOU'VE PROBABLY LEARNED, AFTER SIX PREVIOUS CATASTROPHIES, ATTEMPTING TO REMOVE "THE NOSTALGIC MAD" FROM THIS "MAD SPECIAL" IS IMPOSSIBLE! BUT IF YOU STILL WANT TO TRY, JUST GRAB HOLD OF IT AND TUG SHARPLY! ONLY DON'T BLAME US IF YOU END UP WITH A HANDFUL OF TORN PAPER!

SUPER SPECIAL FALL 1979 NUMBER TWENTY-EIGHT

"The President's 'Economic Theories' means putting your money where his mouth is!"—Alfred E. Neuman

WILLIAM M. GAINES publisher ALBERT B. FELDSTEIN editor

JOHN PUTNAM art director LEONARD BRENNER production JERRY De FUCCIO, NICK MEGLIN associate editors

CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots



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Printed in U.S.A.

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SHTICK PACKS DEPT.

NEW MAD PACKAGIN



G DESIGNS FOR SOME OLD FAMILIAR PRODUCTS





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CASTAWAY



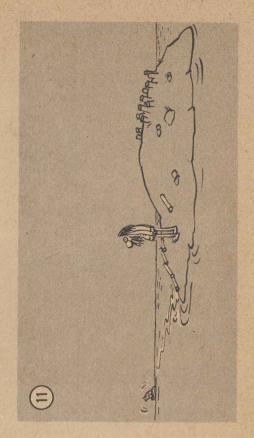


















Do you know the difference between going to a football game and going to a hospital? At a game, you can relax and enjoy yourself because you were able to buy an Official Program that tells you what's going to happen... and exactly who's going to do it. Unfortunately, as a new arrival at a hospital, you don't have a publication to help you become oriented to unfamiliar faces and surroundings. So all you can do is lie there and tremble in fear of the unknown. MAD feels that it's downright inhuman to give sports fans more information about what the future holds for them than is given to the ailing and infirm. Hospital Administrators should follow the lead of Stadium Owners and provide new patients with breezy, colorful, fact-filled Programs like...



ANGEL OF MISERY HOSPITAL

ORIENTATION GUIDEBOOK & OFFICIAL SOUVENIR PROGRAM

INCLUDING VITAL "NEW PATIENT" FEATURES LIKE:

PICKING A SURGEON WHO'S ON A WINNING STREAK

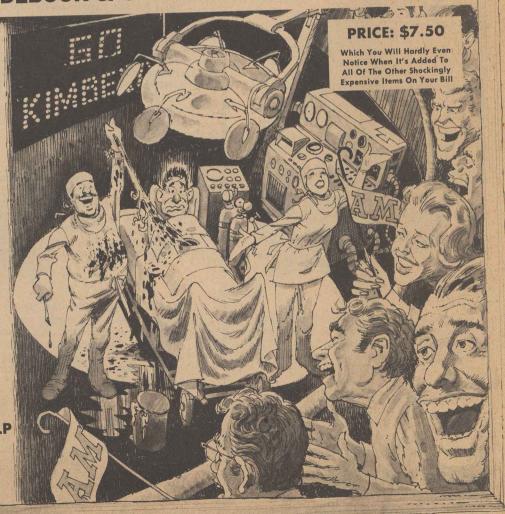
10 Tips For Making The Nursing Staff Tolerate You

IS LEAVING YOUR BODY TO MEDICAL SCIENCE TAX DEDUCTIBLE?

> Proper Etiquette For Throwing Up During Visiting Hours

HOW TO LOCATE THE INTENSIVE CARE UNIT WITHOUT A NURSE'S HELP

Cut Your Hospital Bill To \$3000 A Week With Our "No Frills" Plan



FORGOT IT? FORGET IT!

"After 23 years of running a hospital gift shop, I know exactly what new patients are most likely to forget to pack," oozes Mrs. Birdie Pharrlapp, proprietress of the Angel of Misery Gift Shoppe. "That's why I make it a point to stock fuzzy stuffed pandas at only \$39.50 each, glass paperweights with tiny statues of elves inside, dried flowers artistically glued to pieces of driftwood, and simulated gold charm bracelets with souvenir miniature replicas of your stay: such as bed pans, thermometers, hypodermics, I.V. Bottles, etc.



Gift Shoppe's own Birdie Pharrlapp demonstrates new line of bean bag furniture which can be found along Shoppe's east wall between weed killer and kites.

> YOUR VISIT ISN'T COMPLETE UNTIL YOU HAVE VISITED

ANGEL of MISERY HOSPITAL GIFT SHOPPE

A Word of Gratitude from Our Chief Administrator THANKS FOR SUPPORTING ANGEL OF MISERY

As you leaf through this orientation booklet, you should feel a surge of pride to realize that you have chosen our small, privately supported hospital as the place to enjoy your present illness. The nation's understaffed and poorly equipped Class "B" institutions, such as Angel of Misery, have long served as a farm system for the more glamorous big city health centers. Without people like yourself who are willing to take their chances at a minor league hospital, a great medical tradition would come to an end.

By spending your hard earned dollars at *Angel of Misery*, you are helping to support a grateful staff of doctors who may never have the opportunity to practice at a first rate hospital, simply because they

lack the talent. God bless you!

Ellsworth D. Teztlaff, B.A. Director of Administration

PATIENT'S GLOSSARY OF COMMONLY USED MEDICAL TERMS

During your confinement at Angel of Misery, you will often hear staff members using unfamiliar medical terms that may create worry and confusion in your mind. Usually, this is the intended effect. However, there are some phrases that doctors and nurses are willing to have defined for the benefit of the curious layman, like these which are listed below for your better understanding...

DOWN AND OUT PATTERN—In hospital parlance, this refers to the fourth floor corridor, the back stairs and the side door of the building. It is through this exit pattern that our unluckier patients are carried down to the garage and out to the coroner's office.

MAMA'S BOY—A derogatory term used by staff members to describe an adult male patient who whimpers when subjected to extreme pain. Female patients who display a similar lack of character as most often labeled "spoiled brats" or "crybabies."

OFFSIDE—The side of the abdomen where the appendix is not located. You will be comforted to learn that almost 60 percent of our doctors and nurses know which side is your "offside," and will not cut there needlessly, in case they decide to diagnose your illness as appendicitis.

CORRECTIVE SURGERY—From your standpoint as a layman, "corrective surgery" does not differ greatly from any other kind, so you need not concern yourself with the term. However, you may overhear it used in conversations between doctors. They often refer to any operation performed solely because a surgeon's bank account is out of balance as being "corrective surgery."

CRISS-CROSS PATTERN—The type of stitching generally preferred by surgeons for sewing up your incision. This method, while uglier in appearance, is considered superior to others because of the discomfort caused by the stitches being removed later on.

OFFENSIVE FORMATION—Anything growing on your body that a surgeon may not like the looks of, and that he may, therefore, decide to cut off while he has you under an anesthetic anyway.

SHOWBOAT—Used interchangeably with "hotdog," this term refers to any surgeon who performs operations in a flambuoyant manner. For example, a doctor who regularly makes incisions while holding the scalpel behind his back or between his toes might come to be known as a "showboat."

BUSH LEAGUER—A term that you may hear our staff doctors using when they speak of your own family physician. Do not be overly alarmed, as this may not mean that your doctor is incompetent. He could merely be engaging in some naive, "bush league" act, such as failing to charge his full house call fee when he looks in on you at the hospital.

OFFICIAL NURSES' SIGNALS MADE EASY

Occasional brushes with a registered nurse may constitute your only real contact with trained medical personnel during your hospital stay. Therefore, an understanding of the official hand signals employed by our nursing staff in communicating with doctors and patients may enhance your pleasure and knowledge of the whole sickness experience on which you have just embarked.



This is the most encouraging signal from nurse to doctor that a patient can hope to see during his hospital stay. It indicates that your bank balance and insurance coverage have been found satisfactory, and that you will, therefore, receive whatever medical care hospital staff presumes is necessary to save your life.



Holding her wrist watch up to her ear to see if it's still running may constitute a nurse's first official indication that your pulse rate has become wildly erratic. Look for this preliminary signal to be followed by either (A) a painful injection, (B) emergency surgery or (C) last rites of the church of your choice.



This signal covers a wide variety of patient rule violations, any one of which may shatter the tender sensibilities of the nursing staff. Undoubtedly, you will be aware of what you've done to merit this gesture, and will be prepared to suffer the consequences.



This signal, sometimes delivered silently and sometimes with accompanying verbal abuse, is given only to adult male patients. It advises you to keep your cotton pickin' hands to yourself, and warns that even one passionate lunge will result in serious injury that could make you forget about passionate lunges for years.



Most often observed in the operating room, this gesture quickly informs all surgeons present that the patient's life signs are weakening, and that this case will have to be chalked up as a loser. Since you are a non-member of the staff, this signal does not really concern you, unless, of course, it happens to be you they're losing.



This official nursing gesture will give complete assurance that your case is being discussed with some higher ranking staff members and that your illness is a lot more serious than you had once feared.



You will soon discover that nurses have a number of ways of signaling their displeasure with patients who fail to eat all of their mooshed up vegetables, or barf all over the bedclothes, or, worst of all, ring for nursing service. This gesture is one of the milder ones employed by nurses to express their exasperation.



Often mistaken as another signal expressing a nurse's displeasure with patients' behavior, this gesture actually has less serious implications. It merely means that the hospital has officially given up all hopes for your recovery, and the floor nurse is about to walk out on your case.

ANGEL OF MISERY'S

ALL-STAR ROSTER



DR. LEPLEY GLIMMERT Chief Night Urologist 5'-6" 230 pounds

Once processed 183 specimens in 24 hours, mislabeling only 35 of them. Named Urologist of the Year by his fellow country club members, 1967.



DR. GIDEON WAXFARB Chief Day Urologist 6'-9" 155 pounds

Graduate of Kansas U., where he was voted Tallest Urologist on Campus, 1949. Author of best selling medical monograph, "Whither Bed Wetting" in Amer. Journal of Urology.



DR. LIEBLING STRIBLING Offensive Psychiatrist 6'-2" 220 pounds

Former psychiatrist U.S. Army where, he proudly states, "Nobody put nothing over on me!" Browbeat 422 troubled patients into a state of complete psychosis, from 1955-1973.



DR. SANFORD NINNY Defensive Psychiatrist 5'-3" 115 pounds

Prefers not to talk about his early life, especially the part about his mother dressing him up like a girl because she had secretly wished for a beautiful baby daughter, 1936-53.



EDDIE KLUMMITT

Roving Ambulance Driver 6'-1" 205 pounds

Taught himself to play "Yankee Doodle" on the soprano ambulance siren, 1969. Holds hospital record for the Most Accidents Caused While Rushing to the Scene of an Accident, 1973.











Even those who have been patients at Angel of Misery before, and who merely are returning to have some of our earlier mistakes corrected, will notice many new faces on the staff. This is because Angel of Misery is always on the look-out for talented newcomers who appear ready to turn pro. This year, Management believes it has put together a staff that is stronger at every position. Hence, we take great pride in presenting our new line-up of capable first stringers...

LUCRETIA BLOTCHNEY Loudmouth Night Nurse 5'-10" 190 pounds

Champion hog caller, Yell County, Arkansas, 1956. Took correspondence course in nursing, 1962, but still waiting for three lessons to arrive that somehow got lost in the mail.

DR. RATSO FREEP Leering Gynecologist 5'-8" 160 pounds

Our only first string doctor who never attended medical school, but prides himself on being self-taught. Hobbies: Catching lightning bugs and providing free treatment for those patients he happens to like.

DR. JUNUS PULSIFER Smart Aleck Brain Surgeon

5'-9" 170 pounds

Performed Angel of Misery's first unsuccessful head transplant, 1972. Author of popular recipe for making fermented Bavarian sauerkraut, 1974.

DR. EINO KKIKKIKIN Pig-Skinned Dermatologist 6'-0" 185 pounds

Only doctor born in Finland ever to be expelled from the Alabama Medical Association. Only Angel of Misery staff member still attending the 1973 Christmas Party in 1977.

LOMA JEAN FURNDITTY Giggly Nurses' Aide 5'-1" 92 pounds

Famed for insisting that patients who just died be billed for books returned late to the Library Cart. Hobby: Catching every disease in the Isolation and Contagious Wards.



ERWIN HACKENBUSCH, M.D. Safety Valve Anesthesiologist 5'-11" 180 pounds

"Shaky" joined the staff in 1975 and hasn't stopped drinking to his own success ever since. He's responsible for giving people enough anesthetic to put them out, but never enough to actually kill them.



JOY WESSEL Inept Gray Lady 5'-6" 118 pounds

Dean of hospital's Volunteer Worker Corps, Joy makes her Wednesday afternoon rounds fluffing the pillows for the bedridden, including those with severe neck or head injuries.



BRUNO "NEWSY" STITZVIK IRATE VENDOR 5'-1" 236 pounds

Began supplying newspapers to A. of M. patients in 1969 for one dollar a copy, advising those who thought the price high to "Run down and get it for cheaper on the street, sicko!"



JULIO MUERTA "Runs-giving" Staff Cook 5'-2" 120 pounds

Joined A. of M. Kitchen Crew 1966, after 2-year stint with Guatemalan Guerilla Army of Liberation where he learned to do great things with anteater meat and boiled bananas.



AGATHA TARBUSH Tight-Fisted Finance Administrator 5'-9" 103 pounds

"Miss Aggie" is stern and efficient despite her cold and prissy appearance. Hobby: Cleverly inserting a few extra charges on patient's bill and watching them meekly pay it rather than confront her with "error."

A LOOK AT THE RECORD

WITH PIERPONT U. FISCAL CHIEF ANGEL OF MISERY STATISTICIAN

In seeking treatment of illness, as well as in any other business or recreational activity, it's great to know that you've put your money on a winner. And at *Angel of Misery* the record has been one of glorious achievement over the years.

Check out the following "box score," and then feel a surge of pride to know that you are doing your part, however small, to perpetuate the traditions of this fabled institution.

SAMPLE YEAR	PATIENTS ADMITTED	PATIENTS SURVIVED	PCT.	AVERAGE DAILY ROOM RATE	INEDIBLE MEALS PER WEEK
1950	6,192	3,917	.632	\$48.20	12.37
1955	9,044	6,821	.754	\$63.10	13.09
1960	11,720 ¹	5,5021	.469	\$74.50	13.41
1965	13,987	9,330	.667	\$98.35	14.52
1970	21,556	14,010	.649	\$132.25	15.03
1975 1980	29,749	18,991	.638	\$144.50	16.22
(Projected)	38,700	23,200	.599	\$206.00	18.35

FOOTNOTE:

1.—1960 figure includes 2,066 patients treated by a "Doctor Snavely," who was later found to be a deranged aluminum siding salesman with a forged medical license. This little joke on us lowered the patient survival average for the year by almost 100 percentage points.

BEST OF LUCK, NEW PATIENTS, From Eddie's Medical Center Bar



Where Angel of Misery's Staff Doctors Gather to Relax. Come Join Us for the Happy Hour if You Ever Recover.

SUPPOSE YOUR CONDITION IS MORE SERIOUS THAN YOU THINK!



If you're like most newly admitted hospital patients, you've probably tried to convince yourself that you'll be completely well and back on your feet in no time. But is this comforting pipe dream really fair to the loved ones who will have to arrange for your funeral after you turn out to be mistaken? Of course not! Deep inside, you know you're being neglectful and selfish.

Luckily, it's still not too late for you to do "the right thing." One quick phone call is all it takes to bring one of our representatives to your hospital room with a legally binding Death Bed Contract. Merely sign it in the brief time you have left, and rest assured that you will receive the deluxe funeral of your choice within a few short days after you check out of the hospital.

Wee Embalmers O' The Heather

Mortuary—Mausoleum—Valet Parking

FOR QUICK SERVICE CALL 555-0719 Remember the "Rebus" puzzles that we all loved when we were kids? Here's an example:

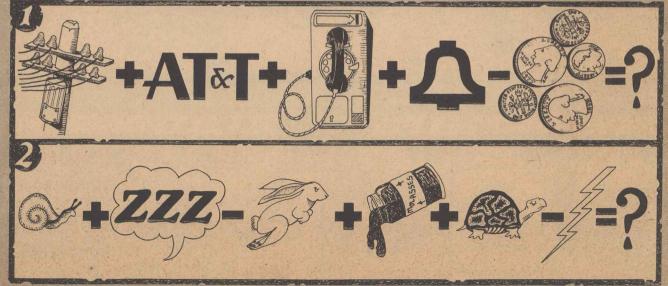


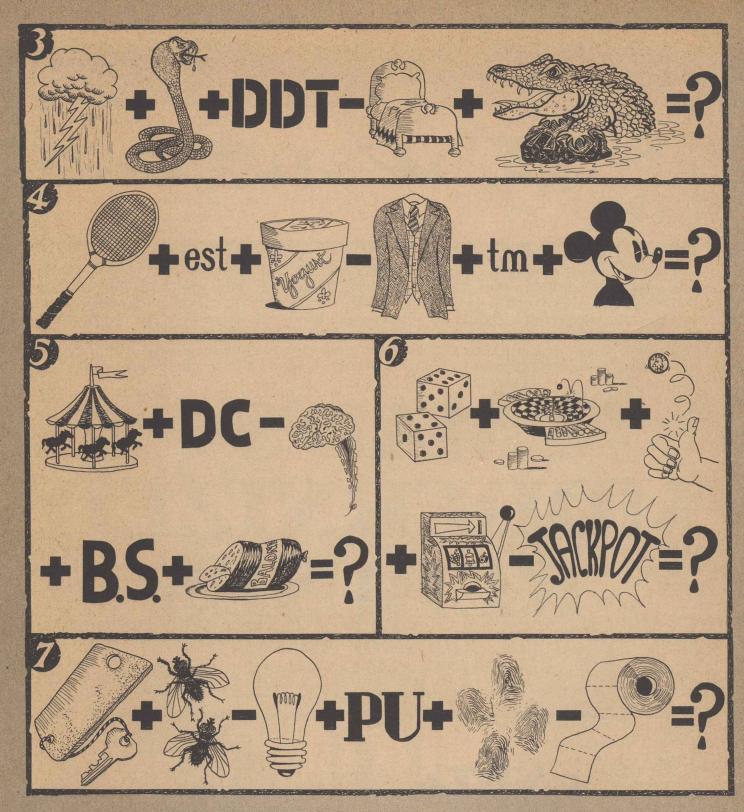
The idea was to identify the pictures and then add and subtract the letters in their names to get the answer. Now if you studied the Rebus above and said, "MORONIC!" ... (MONKEY -N - KEY + IRON - I + SICK - SK)... you were right, both about the puzzle and the answer. Because Rebus puzzles are old-fashioned, somewhat silly, and totally irrelevant! But sharpen your pencils and put on your thinking caps, gang! We here at MAD have up-dated the Rebus and brought it into the twentieth century! Get ready to have some good, solid, brain-teasing fun trying to figure out the correct answers to:

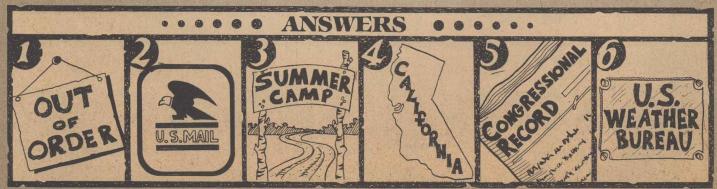
MAD'S MODERNIZED REBUSES

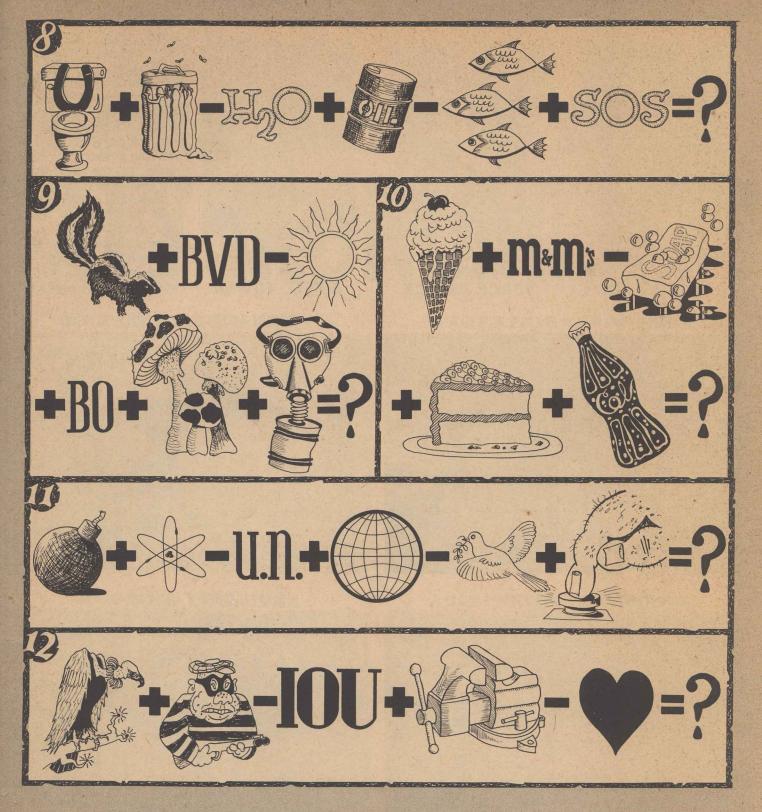
ANSWERS AT THE BOTTOM OF THE NEXT TWO PAGES....
NO CHEATING, CLODS!

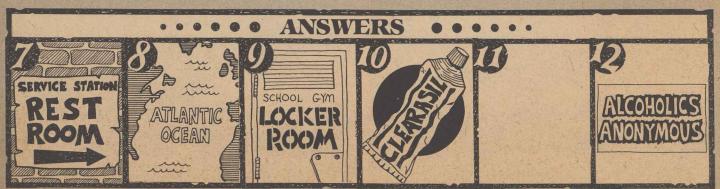
WRITER & ARTIST: HENRY CLARK











EDIFICE WRECKS DEPT.



ST. LOUIS has its GATEWAY ARCH



SEATTLE has its
SPACE NEEDLE



PARIS has its EIFFEL TOWER

Ever notice that cities seem to have a habit of erecting monuments that don't mean a damn thing to anyone. Like what do these big nothings have to do with the life of their cities? How about erecting monuments that relate to the everyday life of the people in a particular community? How can they do that, you ask? Well, if you knew the answer, you'd be writing instead of reading this article which we've entitled:

FAIRBANKS, ALASKA



MIAMI BEACH, FLORIDA



MEXICO CITY, MEXICO



SUN CITY, ARIZONA

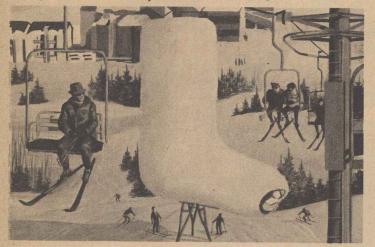


MAD'S MORE REALISTIC CITY MONUMENTS

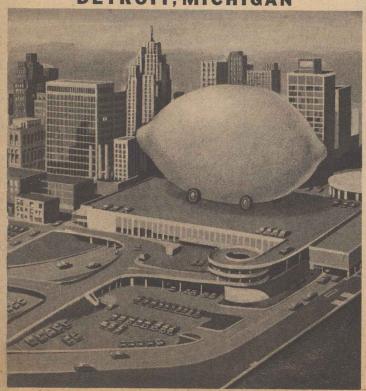
WRITER: STAN HART

ARTIST: BOB CLARKE

VAIL, COLORADO



DETROIT, MICHIGAN



HOLLYWOOD, CALIFORNIA



NEW YORK CITY



PLOT-BOILER DEPT.

When you have problems and you don't want to think about them, what do you do? You go to the movies to take your mind off things, right? Wrong! Today, they're making movies that only add to your worries! Like—if you enjoy taking cruises, you can worry about dying in a "Poseidon Adventure"! Or if you live in the Los Angeles area, you can worry about dying in an "Earthquake"! Or, as is the case in this latest disaster epic, if you live or work in a modern, glass-walled skyscraper, you can worry about dying in—





Holy cow! 138 floors! I never saw a building that high in my life! Neither did that helicopter pilot! He just crashed into the side of it!

THE TOWERING STERNO

Ever see anything as advanced as this Electronic Security System? If anything goes wrong in the building, the computer knows about it instantly! It's an absolutely perfect system!

Er . . .
Uh . . .
It's a perfect system . . . with one minor flaw!

And when it knows something's wrong . . . how does it tell us?

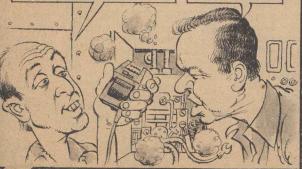


Now look what you've done! You—you've caused a short circuit! Didn't I tell you not to plug any heavy duty equipment into this line?!

Heavy duty equipment . . . ?!

All I plugged in was my electric razor!!

Your electric razor . . . AND your transistor radio!! Just how much overloading do you think this building can stand?!?



ARTIST, MORT DRUCKER

WRITER: DICK DE BARTOLO

Dug, that new High-Rise you designed in Salt Lake City is starting to lean! Mr. Rivets, that reproduction of The Leaning Tower of Pisa that you designed for the new World's Fair is starting to straighten up!

Mr. Rivets, your Fiancee's in your private office, and she insists upon you seeing her immediately! I think it's an emergency medical problem!

What makes you say that?

She's waiting in BED!



This was so clever of you to have a bed installed in your office . . . I figured the movie should start off with a bang!

By the way, I can't move out into the sticks with you! The magazine I work for finally gave me what I've always wanted! What? An Executive Editor position?

No! A better "Route"... and a brand new bicycle!







Hi! I'm the
Architect!
Can I give
you any vital
information?

Does the

Does the building have a Sprinkler System . . . ?

Of course!
And we expect to connect it up with the water supply next week!

How about Fire Exits?

Two on every floor! But they're—uh locked! We should have keys for them on Wednesday!

Ventilating System . . . ?

Definitely On every floor . . . in packing crates . . . waiting to be installed!!

Just WHAT safety precautions DOES this 138-story glass death-trap HAVE at this moment?!? we've installed "NO SMOKING" signs in each and every elevator!

Well . .





Sure I did! When you ordered me to shave 4 million dollars off the budget for the building, did you ever ask me HOW I did it? Did you ever wonder WHY our monthly electric bill for all 138 stories is only \$6.00? Well, I'll TELL you! This entire building is plugged into the lamppost on the corner!

Do you think anyone suspects we're having an

Nahh! As far as everyone is concerned, you're just my secretary working from Yes...but
working from
9 at night
to 5 in the
morning might
arouse SOME

Did you leave a cigar burning?

I don't think so, especially since I don't smoke cigars! I'll go check!





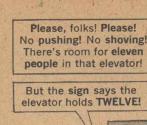


They sure are calling out the equipment for this fire! What company are you guys with . . . ?

The 122nd Battalion! That's a long way from downtown San Francisco, isn't it?

I'd say so! We're based in New York City!













To warn them



That ...

Hey, must you wear that radio throughout the entire picture?

I do, if I want to hear some





We'll be safe going down these Fire Stairs . . . except that I DO think I smell leaking gas! I'll light a match and see if I can tell where it's coming from—





Good work, Mr.
Rivets! You sure
found that gas
leak! You may
know a lot about
electricity, but
you know beans
about gas!

Okay! We've got to keep walking down! And you'll notice that, to join me, all you have to take is ONE STEP! So I suggest you close your eyes... because that one step is now four stories high!



Behind this panel is a shaft that runs the length of the building! I already GOT the shaft ONCE ... when I agreed to do this movie!

Now I'm going to get it again ... when I use it to climb up to the party in the Marmalade Room ...

So while I'm gone, Fullip, I want you to act like an adult! Do you know what that means?

Yeah . . .
I should
cry and
yell and
scream
and carry
on a lot!

Gee, but that's thoughtful!
Here we are, in the middle of a holocaust... and the kitchen sends up an elevator full of barbecued beef!

Man, that's no barbecued beef!
Unless they've dressed it in the clothes the people who just went DOWN in the elevator were wearing!

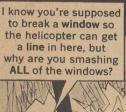
You—
you
mean
those
are
members
of
the
CAST?!?

Boy, I've heard of being roasted by the Critics . . . but this is ridiculous!









Busting windows
is like eating
potato chips,
Lady! Smash one
—and you gotta
smash 'em all!



Dumbkin, this is some mess! Why in the world did you cut corners in the electrical system!? Couldn't you find some other way to save money?

I did! Did you ever count the floors in this building? It's the only 138-story building in history with 97 floors!



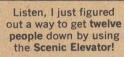
Okay, here's the line from the helicopter! Pull it in! C'mon, men! Pull . . . pull! That's the way! And here's the other end! The end that was supposed to be attached to the building across the way! Er . . . that was a little too much pulling, men!











than MY idea! I was going You mean by releasing to cut the cable! the mechanical brakes?

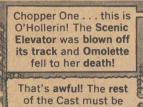
Gee, that's

even better









really green with envy!

I want you to pick me up, and put me down on top of the Scenic Elevator! I'll attach a cable to it, and then you'll pick up me AND the elevator and set us all safely down on the ground! Can you do that, Chopper One?

Sure, And then we'll all visit the Fairy Princess together!!



I'm looking for a crippled 747 that's off its course . . . !

I'm looking for a crippled Scenic Elevator that's off it's course . . . !

fetched!

Wow!

And I

thought

OUR

plot

was

far-

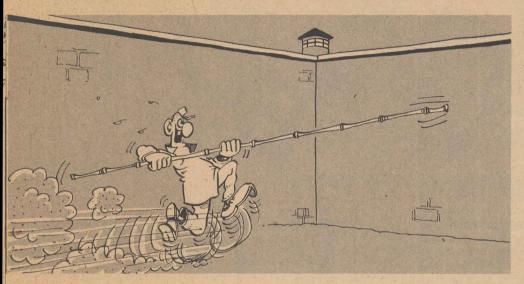
Don't we have ENOUGH problems?! Who the hell





DON MARTIN DEPT. PART I

DONWARTIN

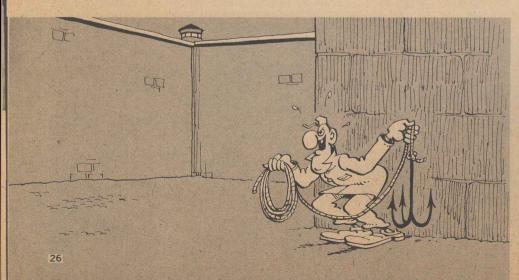


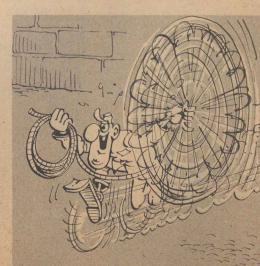






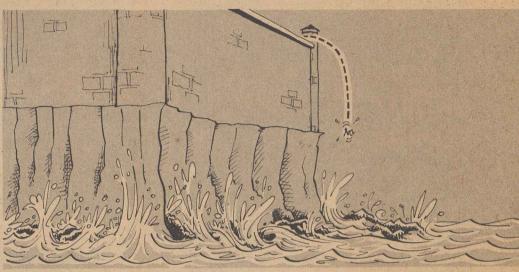






ESCAPES ... FROM PRISON... ALMOST!

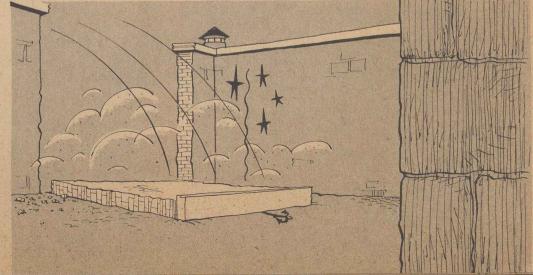






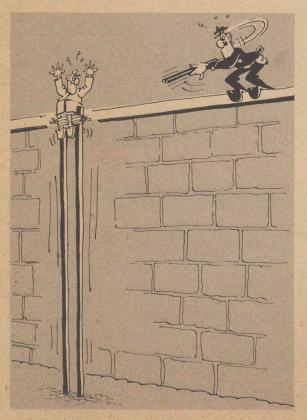
































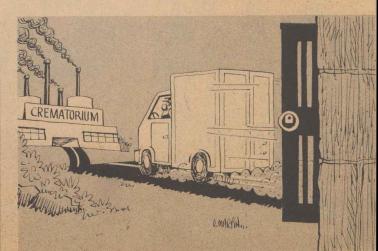














BERG'S-EYE VIEW DEPT. PART I

THE LIGHTER SIDE OF...

GRA









Boy, am I glad I came to visit this College! You can forget about all the others! I LOVE this place! The campus . . . the buildings . . . the dorms . . . the atmosphere! It's what I always dreamed a College would be like!



Let's rush over to the Administration Building and submit my application!





DUATION

ARTIST & WRITER: DAVE BERG

My parents have given me a choice: Get a JOB, or go on to COLLEGE! It's really a momentous decision! I'll have to weigh the attributes of both pursuits and decide!



It's a matter of which will enlarge my capabilities for coping with our technological society... and which will further my understanding of the conflicting factors affecting our competitive life styles!



Sounds like a very difficult problem! How do you intend to solve it?



On a purely

rational

and

intellectual

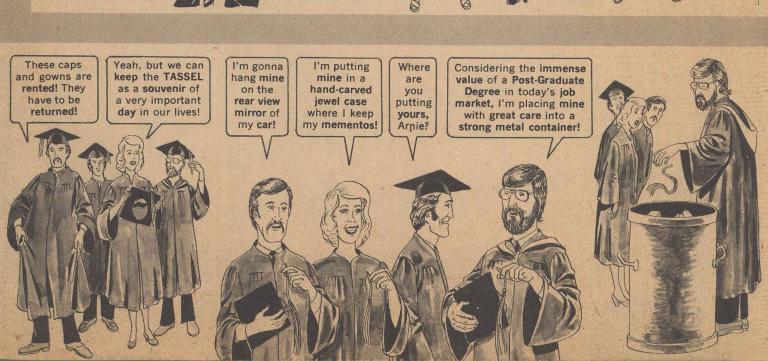
Where will I meet more fellas?!





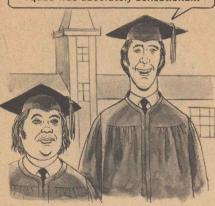








Really? Le'me take inventory on that! I was on a real ego trip when I had the lead in the school play! I had a blast with the Photography Club! Winning that Basketball Scholarship was a nice surprise! And making out with the Captain of the Cheering Squad was absolutely sensational!!



Yep! All in all, I'd say High School definitely was NOT A DRAG!!



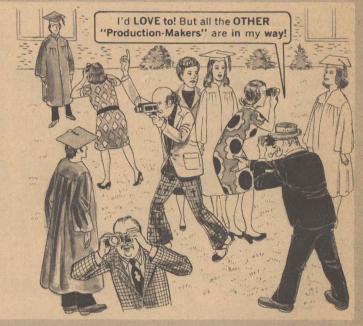
Did it ever occur to you that YOU were the drag?!?



Hold it, just like that! I want to get a shot of this!



Oh, Daddy . . . you always embarrass me by making such a PRODUCTION! If you must take a picture, will you do it quickly?!



FANTASTIC!! After twelve long years of required education, I'm FREE! I've GRADUATED!! I never have to go back to school again!



What a great feeling! I can GO anywhere . . . DO anything . .



So what ARE you going to do?

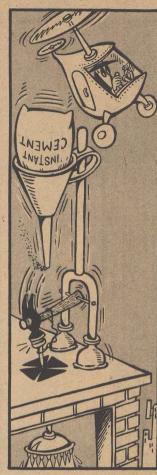


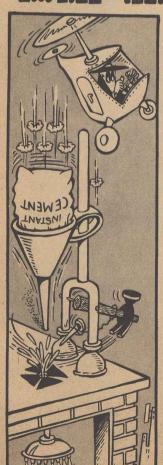
The schoolyard!!

















THE MODESTY OF MUHAMMAD ALI

SUCCESSFUL UNDERCOVER OPERATIONS OF THE C.I.A.

WHERE ME AND NIXON DISAGREE Gerry Ford

THE EMOTIONAL RANGE OF ALI MacGRAW

WELL-GROOMED ACID ROCK GROUPS

PROMINENT BLACK YACHTSMEN

TO U.S. CITIES WITH ACCEPTABLE AIR QUALITY GUIDE

-Ronald McDonald THE NUTRITIONAL VALUE OF "FAST FOODS"

<u>Black exploitation movies that have made significant contributions to our culture</u>

Naughty Things I Have Done In My Lifetime—Pat Boone

THE CHARISMA OF HUBERT HUMPHREY

TO KIDS YOUR YOU CAN TAKE MOVIES RECENT

THE ACTING TALENTS OF JOE NAMATH AND MARK SPITZ

LIBERALS WHO HAVE BEEN MUGGED—AND ARE STILL LIBERALS

O BARBER PROFOUND

OF EXTREMELY IIIN BOOKS WRITER: ARNIE KOGEN

MAFIA MEMBERS WHO HAVE DIED OF NATURAL CAUSES

THE OSMOND BROTHERS' CONTRIBUTION TO THE ART OF MUSIC

A CATALOGUE OF INNOVATIVE JAPANESE PRODUCTS

THE WILL AND WISDOM OF H. R. HARDENIAN

HIM

SEES

THE CAMERA

S

HUGHES

HOWARD

HONESTY IN THE UNITED STATES GOVERNMENT, 1968-1974

A Quarter Century Of Intelligent TV Commercials

TV Game Show Contestants With I.Q.'s Over 65

A Picture Guide To Militant Women Libbers With Sex Appeal

Getting On Top And Staying On Top — Rowan & Martin

MEMORABLE MOMENTS FROM MY TV SHOWS-Don Rickles

MY LIFE ON LAND-Jacques Yves Cousteau THE CLASSIC FILMS OF STEPHEN BOYD

THE COMPLETE COLLECTION OF NEIL SIMON'S FLOP PLAYS

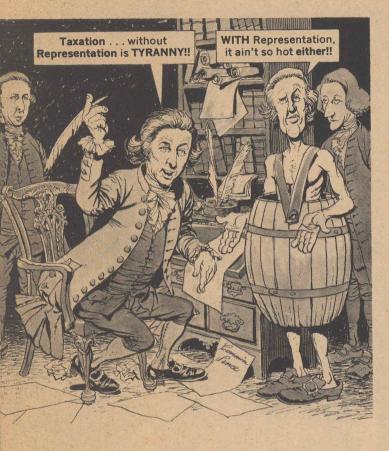
MEN'S FASHIONS 8 THE NEHRU JACKET'S LASTING IMPACT

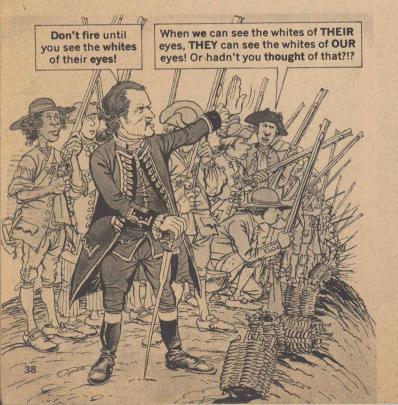


History has recorded the famous words uttered by famous men... words that we all know well. But did it ever occur to you that maybe the other people present didn't just stand around applauding

ZAPPERS THAT H

ARTIST: GEORGE WOODBRIDGE







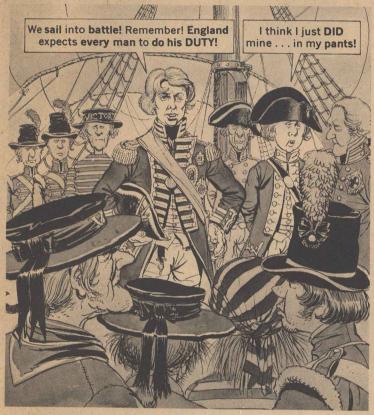


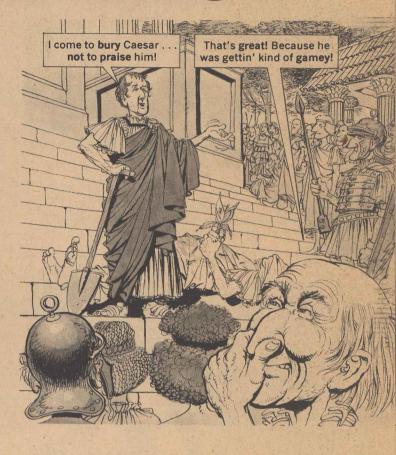


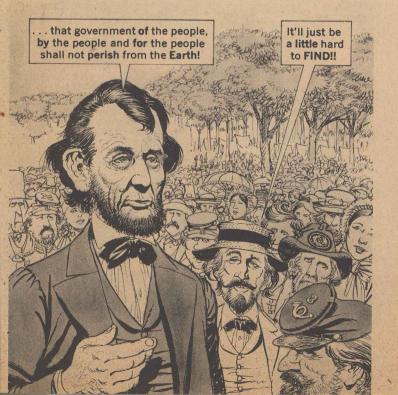
when those words were said . . . that maybe somebody else had an answer or a topper or some equally important words to say in rebuttal . . . only we're not familiar with those words because they're the

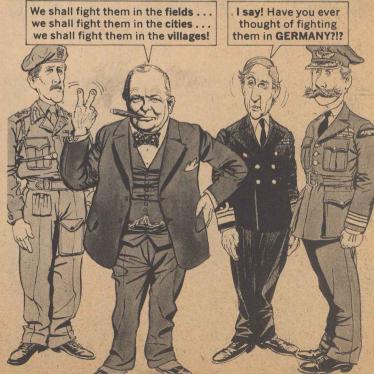
ISTORY FORGOT













I am a Roman Catholic.
In case of accident,
please call a priest.

FRIGHT INSTRUCTORS DEPT.

In the event they are hit by a passing car or incapacitated by a passing mugger, many people carry special cards, like the one at the left. These cards bear vital information, which can be of great help to the people who come across the body. And now—with this necessary, but thoroughly dull, introduction out of the way, let us herewith present a random selection of

IN-CASE-OF-EMERGENCY CARDS for Special People

I am a Jewish Mother.
In case of stroke, nervous
collapse or, God forbid, pains
in my chest, call my son
and tell him it is
much worse than it looks.

I am Harold Pemberton, who, until a recent operation, used to be known as Harriet Pemberton. In case of serious injury, tell the doctor not to be too surprised at what he finds.

I am a masochist.
In case of accident, please
don't call anyone. Just let me
lie back and enjoy it.

I am a Mafia Don. In case of sudden accident, call my Capo and tell him to rub out "Legs" Fazio. I am a Garment Center Executive.
In case of mortal accident,
phone my partner, Sol,
and tell him I'll be
watching him from Up There.

I am a physical coward. In case of accident, please tell me my wounds are superficial.

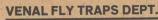
I am a lawyer.
Should I be hospitalized and fail to pull through, institute a suit for malpractice.

I am the leader of a spiritualist cult. In case of death, notify my followers to expect me at their next seance.

I am a Christian Scientist. In case of illness, it's just your imagination.

I am a neurotic beset by traumas dating back to my childhood. In case of death, call up my father and tell him I forgive him. I am BILLY SMITHERS, age 5. IN Case of Accident, Please Give the Frog IN MY Pocket A GOOD HOME

I AM A VAMPIRE
In case of accident, my
blood types are A, O, AB, X,
RH Negative & RH Positive.





The Airline Industry is in serious financial trouble. Because of inflation, operating costs, such as fuel, food, personnel and fancy services, have skyrocketed. However, because of the recession, it is no longer nossible to pass these increases on to the passengers. And so, in order to make air travel cheaper and

FUTURE "NO-FRILLS

"FRILL-FREE" STANDING ROOM PASSENGERS



Cost-conscious travelers will be offered "No-Frills Standee Accommodations" which consists of flying erect from point to point securely tucked into their Standing Room Safety Belts.

"FRILL-FREE" OVERHEAD RACK PASSENGERS



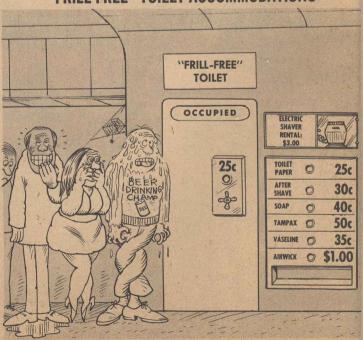
Overhead Rack space will be made available to passengers who do not care to stand coast-to-coast, and will happily settle for the cramped "No-Frills Individual Cubicle Accommodations."

LL-FREE" BAGGAGE HANDLING



All "Frill-Free" passengers will be required to store their own luggage aboard the aircraft before flight, and will also be required to retrieve it upon arrival at destination.

"FRILL-FREE" TOILET ACCOMMODATIONS

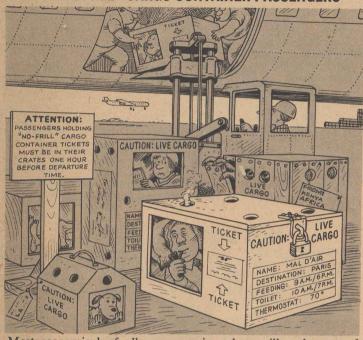


Fancy Johns with free goodies like soap and French perfume will be out for "Frill-Free" passengers. One "Pay Toilet" with "Coin-Operated Necessity-Dispenser" will be available. thus attractive to more people, something called "No-Frills Flying" has been introduced. This plan offers lower fares for a more austere type of air travel in which some of the fancy services such as "meals" have been eliminated. If the economic crunch continues and the idea catches on, we may soon be seeing these...

IR TRAVEL" GIMMICKS

WRITTEN BY: DICK DE BARTOLO & AL JAFFEE

"FRILL-FREE" CARGO CONTAINER PASSENGERS



Most economical of all money-saving plans will make use of Cargo Container Holds, where the budget-minded air traveler will be offered "No-Frills Individual Crate Accommodations."

"FRILL-FREE" EATING ACCOMMODATIONS



Since costly gourmet meals will be eliminated, a "Frill-Free Snack Bar" will be installed for use by "Frill Free" passengers. Unfortunately, Snack Bar will only seat two at a time.

"FRILL-FREE" ROUGH RIDE TREATMENT



Common Air Sickness Trough for "No-Frills" passengers will eliminate need for expensive Individual Air Sickness Bags, and will also eliminate cost of removing used (ecch) bags.

"FRILL-FREE" EMERGENCY EQUIPMENT

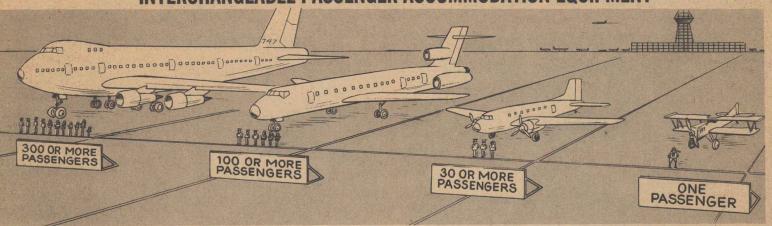


Airlines now provide costly Life Vests and Emergency Oxygen equipment. "Frill-Free" passengers will be satisfied with simple-to-understand Swimming Instructions and an Air Tube.



IN ADDITION TO "FUTURE 'NO-FRILLS' AIR TRAVEL GI HOW AIRLINES CAN INCREA

INTERCHANGEABLE PASSENGER ACCOMMODATION EQUIPMENT



Obviously airlines lose plenty when 6 people fly jets that normally seat 365 and require crews of 18. With this new

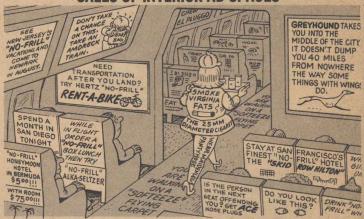
system, airlines will only use the equipment necessary to accommodate the exact number of passengers that show up.

FRANCHISED PASSENGER SERVICES



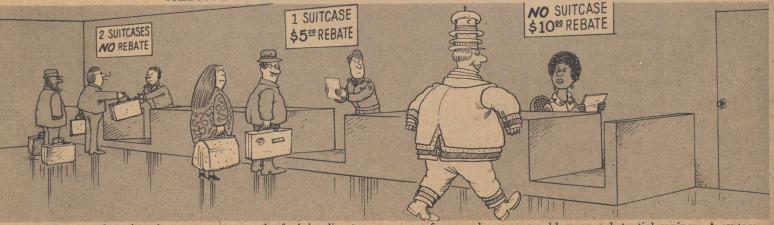
Airlines can save millions by eliminating all free meals, and then earn additional revenues by selling franchises to Concessionaires who would supply passengers with food.

SALES OF INTERIOR AD SPACES



Eliminating free newspapers and magazines would save money, and then the airlines can earn additional income by selling spaces for ads...which bored passengers will eagerly read.

REBATE PLANS TO ELIMINATE EXCESS BAGGAGE WEIGHT



Since modern jet planes consume costly fuel in direct proportion to the amount of weight on board, the elimination

of excess baggage would mean substantial savings. A system of "No Bag" or "One Bag" rebates could prove very effective.

MMICKS", HERE ARE SOME OTHER MAD IDEAS ON...

SE REVENUES AND PROFITS

RENTAL OR LEASING OF VALUABLE BOARDING APRON SPACE



To raise additional revenue valuable runway boarding space can be rented to Concessionaires who will sell everything from local souvenirs to fake photos of "No-Frill" passengers sitting in what looks like the First Class Section on board.

COIN-OPEATED SEAT DISPENSERS

DIN OPERATION FOR SEAT 6-B	COIN OPERATION FOR SEAT 6-A)
SAFETY BELT FASTENED 25 C SAFETY BELT RELEASED 25 C C EMERGENCY PROCEDURES AND A DIAGRAM OF EMERGENCY EXITS 50 C C C C C C C C C C C C C C C C C C	SNACK TABLE RENTAL \$1.00 O PILLOW RENTAL \$2.00 O BLANKET RENTAL \$3.00 O COMBO/BLANKET/PILLOW \$4.00 O ANNOUNCEMENTS FROM CAPTAIN THAT	

Airlines can generate huge revenues by charging for all the services that are now supplied free. A coin operated seatdispenser will give passenger his choice-for a slight fee.

SELF-SERVICE TICKETING RAMPS



Eliminating "Ticket Office" and "Reservation" personnel can effect huge savings. One way airlines can accomplish this is to introduce "Pay-As-You-Enter" ramp-systems for all flights.

"FLY-BY-WEIGHT" FARES TO COVER RISING FUEL COSTS



is to institute a "Fly-By-Weight" system in which all of the

of flying expenses in relation to all the skinny light slobs.

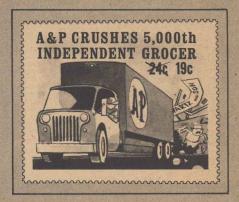
PHILATELIC LIKE IT IS DEPT.

Every year the Postal Service issues a batch of new commemorative stamps, and every year we see the same old kind of subjects. You know—great Presidents, anniversaries of cherished events, renowned scientists, stuff like that. If MAD had it s way, the Postal Service would issue stamps that told it like it really is. Not that it will ever happen! That's why we've titled this article

U.S. COMME







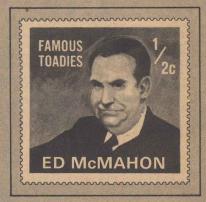


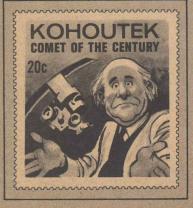
LINDA LOVELACE
Commemorative
\$2.00
Deep Blue











Commemorating
THE COLLAPSE OF
THE AMERICAN
DOLLAR
0 c
Gold & Silver



MORATIVE STAMPS

That We'll Never Get To See

ARTIST: BOB CLARKE

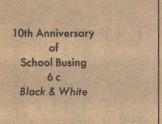
WRITER: FRANK JACOBS























50th Anniversary AMERICAN COMMUNIST PARTY 3 c Red



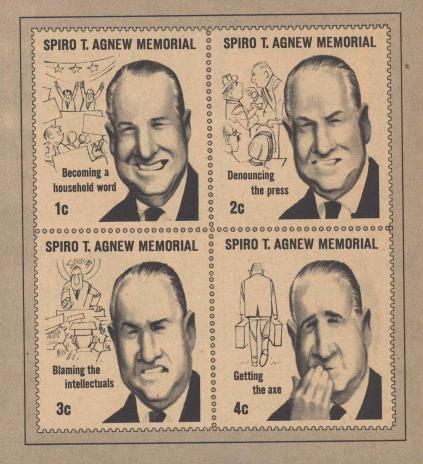


Howard Johnson
Commemorative
29 c
Chocolate, Vanilla
Strawberry, Cherry,
Peach, Pistachio,
Butter Pecan,
Coffee, etc.





Saluting America's Used Car Dealers 7 c Lemon









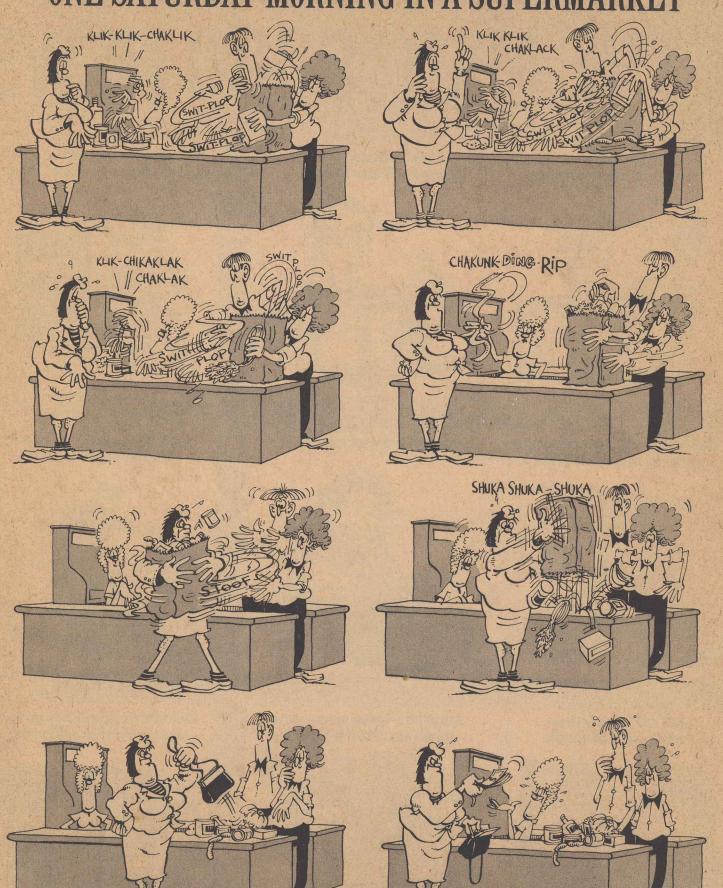






DON MARTIN DEPT. PART II

ONE SATURDAY MORNING IN A SUPERMARKET



Life, as everyone knows, is full of GOOD NEWS and BAD NEWS. Sometimes the GOOD NEWS turns

into BAD NEWS. Sometimes the BAD NEWS turns into GOOD NEWS. And sometimes the GOOD NEWS,

THE MAD "GOOD NEWS

ARTIST: GEORGE WOODBRIDGE

GOOD NEWS is being given a new, rare tropical fish for your tank.



BAD NEWS is discovering that its favorite food is other tropical fish.



GOOD NEWS is finding out that you and your date share many common interests.



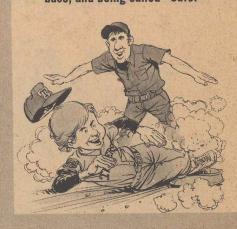
GOOD NEWS is asking for a cuddly Teddy Bear for your birthday, and getting it.



BAD NEWS is that you're turning 18.



GOOD NEWS is sliding into second base, and being called "Safe!"



GOOD NEWS is being thrown a surprise party by your wife.



BAD NEWS is figuring out that you're the one who still has to pay for it.



GOOD NEWS is going through an entire winter without once getting sick.



which was the BAD NEWS, turns into BAD NEWS again. And sometimes . . . well, you get the idea.

This ends the introduction, which is GOOD NEWS, and brings us to the following article, which is

-BAD NEWS" BOOK



WRITER: FRANK JACOBS

BAD NEWS is discovering that one of your common interests is girls.



GOOD NEWS is conscientiously dieting to lose forty pounds.



BAD NEWS is succeeding . . . but in all the wrong places.



BAD NEWS is remembering you had six live caterpillars in your back pocket.



BAD NEWS is finding out there's no Santa Claus.



GOOD NEWS is realizing that it doesn't make any difference.



BAD NEWS is you're a hypochondriac.



BAD NEWS is finding out your Dad is an Accountant.



GOOD NEWS is finding out your Dad is Joe Namath's Accountant.



BAD NEWS is a building going up on your favorite vacant lot.



GOOD NEWS is finding out it's going to be an Ice Cream Parlor.



BAD NEWS is discovering the place has a fancy name and charges 75¢ a scoop.



BAD NEWS is meeting up with a mugger.



GOOD NEWS is finding you've only got three dollars in your pocket.



BAD NEWS is discovering that three dollars is a big insult to a mugger.



GOOD NEWS is settling down at your TV set to watch your favorite comedy.



BAD NEWS is finding it's pre-empted by Ford explaining his economic policies.



GOOD NEWS is discovering that you're getting twice the laughs.



GOOD NEWS is continuing to still get BAD NEWS, which is GOOD NEWS because you know you're now really due for some GOOD NEWS.



BAD NEWS is continuing to get BAD NEWS instead of the GOOD NEWS you

STOCKS STOCKS PALL EVEN LOWER

BAD NEWS is trusting in cycles.



BAD NEWS is coming home at night and discovering you've been burglarized.



GOOD NEWS is calculating that your Insurance will cover the entire loss.



BAD NEWS is finding the unmailed premium in your jacket pocket.



BAD NEWS is going out with a female friend and being spotted by your Wife.



GOOD NEWS is discovering that she's out with a male friend.



BAD NEWS is noting she's having a much better time than you are.



BAD NEWS is being sent to bed without any dinner.



GOOD NEWS is finding out that dinner is a broccoli and eggplant casserole.



BAD NEWS is your Mother worried about you getting hungry . . . and sneaking a plate up to your room.



GOOD NEWS is getting GOOD NEWS.



BAD NEWS is getting more GOOD NEWS
... which bothers you because you know you're now due for BAD NEWS.



GOOD NEWS is finally getting BAD NEWS
... which relieves your mind because
you know you're again due for GOOD NEWS



REMAINDERS TO BE SEEN DEPT.

What is the best way to sell an unsaleable item? Make it look like a bargain! Most people can't refuse a bargain, and will gladly fork up the 40% necessary to take advantage of the 60% off sale price, despite the fact that the item isn't worth 10% to begin with! Book publishers, well aware of this phenomenon, have flooded the mails and media with ads, brochures, and book club offers designed to empty their turkey-filled warehouses with ads like this . . .

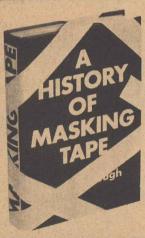
PUBLISHERS CLOSEOUT SALE

Many of these books are selling for as much as 40% or more off wholesale prices, 60% or more off retail prices and 100% or more off author's royalties.

2345. THE FRENCH HORN AS A PERCUSSION INSTRUMENT. By Ira-Schmidt Von Coward. In this musical thesis, Dr. Von Coward proposes that the French horn should be struck rather than blown in order to produce its best sound. 342 pp. Illustrations 64 pages.

3427. FROM ARTHUR TO WASHINGTON, Or, The Presidents Alphabetized. By Dr. Asa Inglefinger, Here for the first time is a handy reference booklet of United States Presidents listed according to the alphabet. (Previously, they've been listed chronologically, necessitating pagefumbling and lost time for readers.) Dr. Inglefinger, who teaches American History and Enemy Aircraft Recognition at Stanback University, defends his filing Martin Van Buren under "B" instead of "V" in a remarkably strident preface. 98 pp.

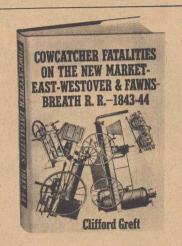
3786. OYSTER SKETCHES OF OTTO TANTREP. Edited by Carlo Maria Hamburger. Otto Tantrep (1884-1972) was one of the world's most eccentric artists in that he drew nothing but oysters during his entire career. He worked in a variety of interesting media, however, in addition to standard water colors and oils—e.g., soap-on-insulation board, chalk-on-liver, and icepick-onstyrofoam. All of these media have been brilliantly reproduced on lovely two-color pages. 12 illustrations, 64 pp. with an introduction by Pinkerton Hanoi.



3459. A HISTORY OF MASKING TAPE. By Hunrith Slough. Historical explanation of a hitherto-unmentioned topic. In this book, Mr. Slough dramatically describes what World War II might have been like without masking tape. 398 pp. Index. Plain jacket.

3455. SINGLE-FLAG SEMAPHORE. By Lt. Commander Upton Defft. "Semaphore code is a very useful means of communication," Commander Lefft points out in his preface, "but what would happen if you lost one flag, or even worse, an arm?" To fill this void, Lefft has devised an emergency system of single-flag semaphore code. His written description of the positions, in the absence of illustrations, is adequate. 829 pp.

3428. FROM ADAMS TO WOODROW, or The Presidents Alphabetized. By Dr. Asa Inglefinger. Second edition of his earlier book, with several minor errors corrected. 102 pp.



3334. COWCATCHER FATALITIES ON THE NEW MARKET-EAST WESTOVER-FAWNS-BREATH RAILROAD, 1843-44. By Clifford Greft. Never before published report on a series of railroad mishaps which baffled government officials for hours. 1002 pp.

4543. THE ANTHILL PHOTOGRAPHS OF PARDO LOMOTIL. Edited by Dudd Casper. Without doubt, PardoLomotil, before his untimely death in 1963 from underexposure, was already firmly established as the world's finest anthill photographer. This book does nothing to refute that fact, in one way or the other. 98 pp. No illustrations.

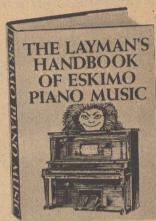
2345. INCA TEMPLE ADMISSION PRICES. By Targe O'Malley. In this volume, Professor O'Malley offers the suggestion that the Inca Indians operated their religious services on a commercial basis, with a graduated scale of prices for the natives. 636 pp. 76 fold-out illustrations.

3980. DAYLIGHT SAVINGS TIME AND ITS EFFECT ON MOORISH TRADITION. By Largo Albert Factotum. A provocative study from which Mr. Factotum, an associate professor of Laundry Science at USC, draws some startling conclusions. 329 pp.

3334. WAIST SIZES OF BYZANTINE EMPERORS. By Hugo Uruguag and Olga Myhan. Through an ingenious and painstaking examination of ancient writings, old paintings, engravings, and contemporary supermarket gossip, Mr. Uruguay and Ms. Myhan have succeeded in nailing down the waist sizes of more than ten centuries of Byzantine rulers. "How much difference does this make to the average American?", asks Uruguay in his preface, then follows with an incisive response: "It makes a lot of difference, that's how much!" 120 full-page illustrations, 96 pp.

WRITER: GEORGE GIPE

5654. A CENTURY OF ARM RESTS. By Carlo Glugetti. A fascinating historical examination of arm rests, from the earliest models in Wells Fargo stagecoaches to prototypes developed and used by General Motors. 36 illustrations, 574 pp.



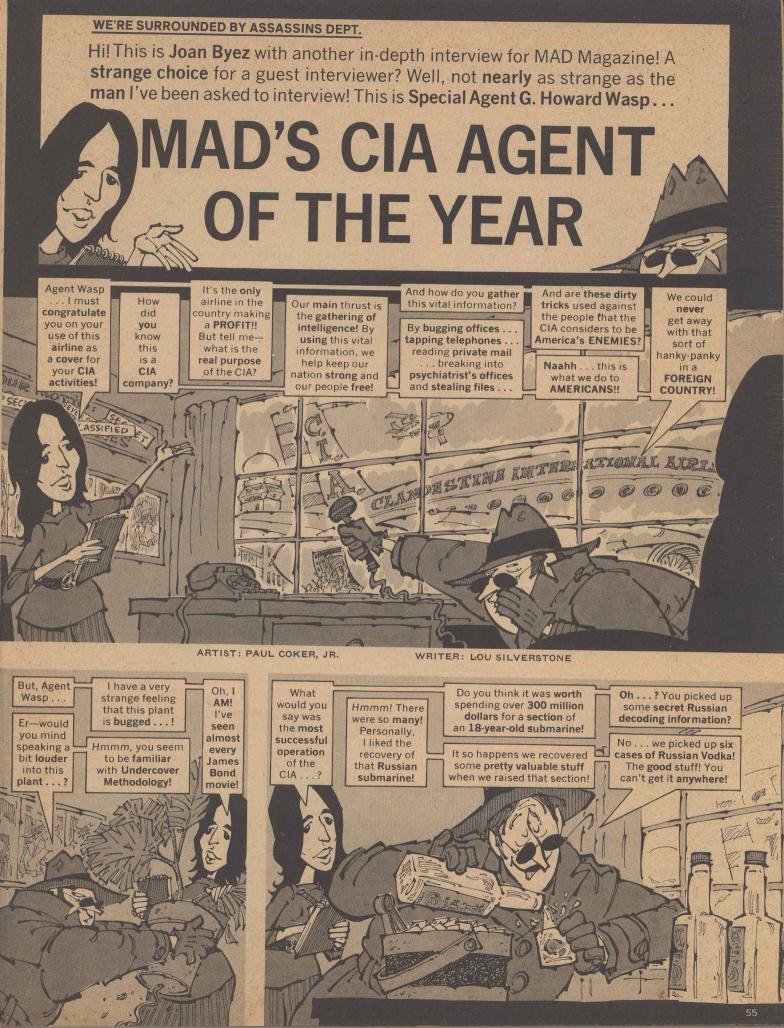
3349. THE LAYMAN'S HANDBOOK OF ESKIMO PIANO MUSIC. By Wolfsong Cantalupo. Neverbefore-published sonatas of Eskimo composers, whose distinctive musical style results from their wearing mittens even while writing music. 87 pp.



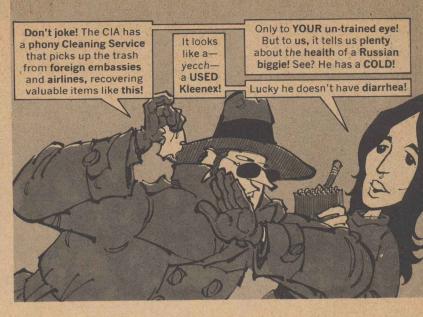
4528. THE SPANISH MAIN, by Horatio Chapi. Not an old sea story, as the title suggests, but the nearly-as-exciting biography of a Spanish sewer maintenance employee. 412 pp. with underground maps of Madrid and Barcelona.

3429. FROM ADAMS TO WILSON, Or, The Presidents Alphabetized. By Dr. Asa Ingle-finger. Third and final edition of his earlier books. 104 pp.

2235. ROC ON THE TELEGRAPH LINE. By Ezra Pagloomer. We all know what a common sparrow looks like perched on a telegraph line, but have you ever wondered what some extinct birds would look like if they were still around today? Mr. Pagaloomer, in response, has taken 113 extinct birds and painted them perched on lines extending from modern utility poles. Includes such interesting species as the roc, albatross, passenger pigeon, robin, dodo, and lavender skink. 212 pp. 116 illustrations.





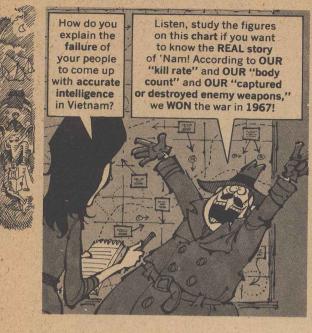






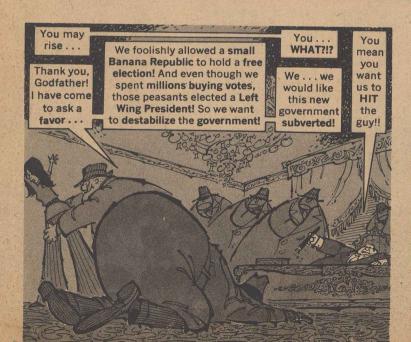






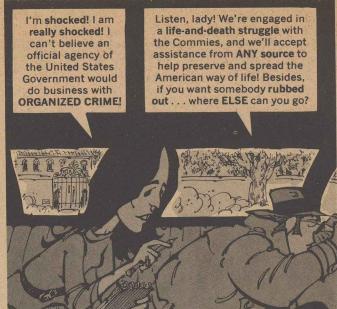
Since most of We have to keep ahead of the KGB And another advantage the information in the all-important "Dirty Tricks" the KGB has over us War! I hate to say this, but they the CIA gets is: When one of THEIR comes through receive much better cooperation agents has his job legitimate from their citizens then we do terminated, it's channels, why from ours! Every Russian tourist Siberia for him . . . if do you spend so or performer or dancing bear that he's lucky! When one much time with goes abroad works for the KGB! of OUR guys drops the "Cloak and All the American tourist is interout, he writes a book Dagger" stuff? ested in is food, booze and sex! **EXPOSING** the CIA!

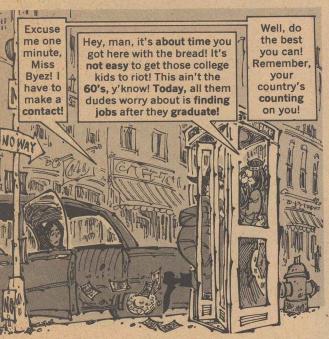
Is it true that you people used But isn't that dangerous? Aren't you The Where rain as a weapon in Vietnam . . . ? afraid of tampering with the weather? **President?** are I have to call on we one of our most You bet your galoshes we did! We Afraid? Never heard of the word! going important associates Even resorted to weather modification now? We're even experimenting with a .. a real biggie! bigger!! to break up demonstrations when way of piercing the protective regular methods of mob controlozone layer so we can wipe out tear gas, clubs and itch powderentire populations! By God, we failed! We seeded the clouds and ntend to insure peace and make caused a deluge on those gooks! the world safe for Democracy!

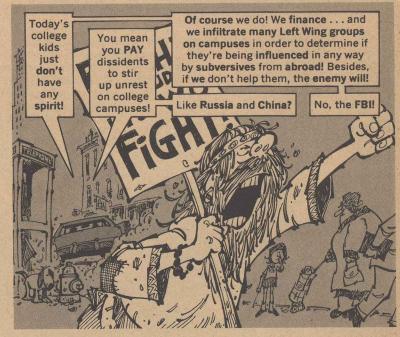












You mean you regard the FBI as "the enemy"?

They're a disgrace to undercover work! If OUR company had the Hearst account, you can rest assured that Patty would have been wasted long ago, no matter how many doors we had to kick in!



But isn't domestic spying actually forbidden by the CIA Charter?

Listen, if people have nothing to hide... why should they object to being checked out?

The old "If you're clean, why should you care?" philosophy!

Glad you understand! It makes my job so much easier! Now . . . how much money did you earn last year? I can check with IRS, y'know! What magazines and newspapers do you read?

What organizations do you belong to?

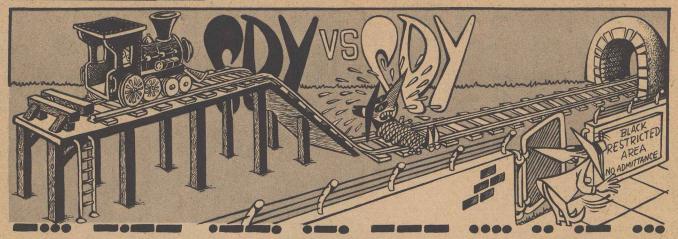
Do you contribute to any political party or group?

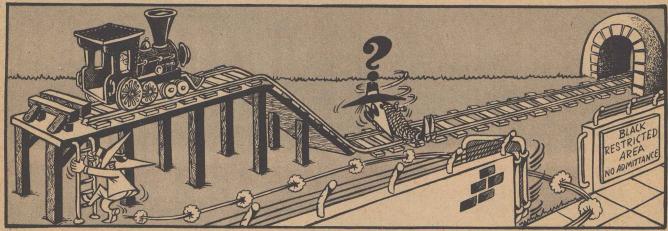
How often did you and your husband—

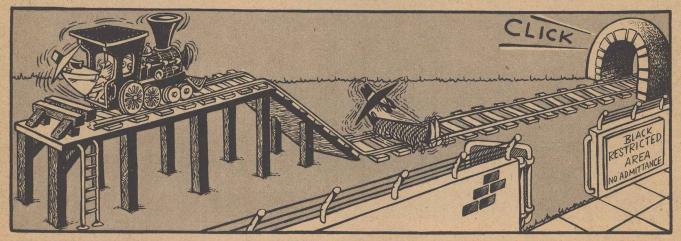
This is
Joan
Byez—
signing
off, and
returning
you to
MAD
Magazine!

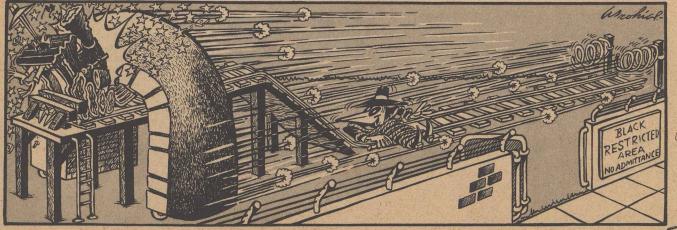








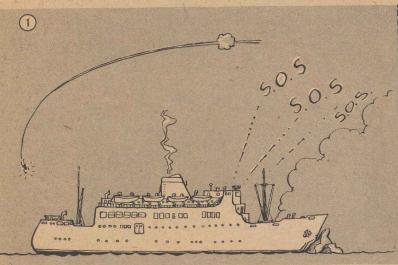


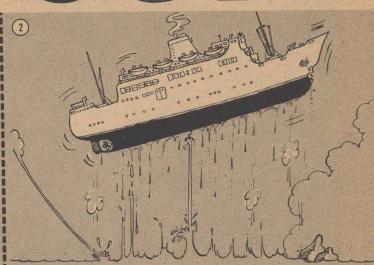


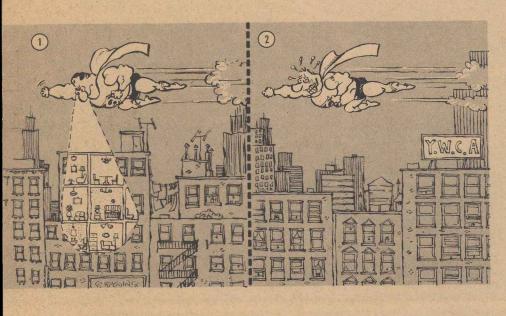
COMIC SHNOOK'S DEPT.

A MAD LOOK AT

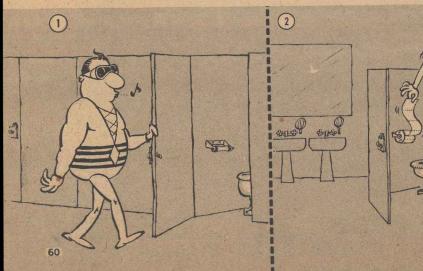
SUPE

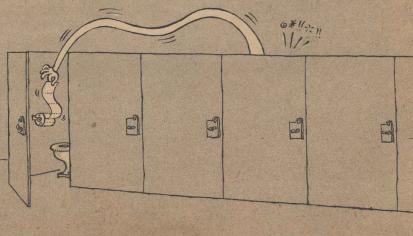






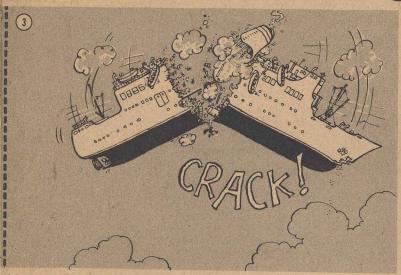


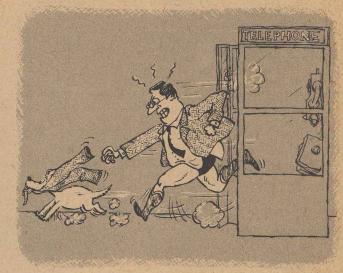




BHEROES







ARTIST & WRITER: SERGIO ARAGONES



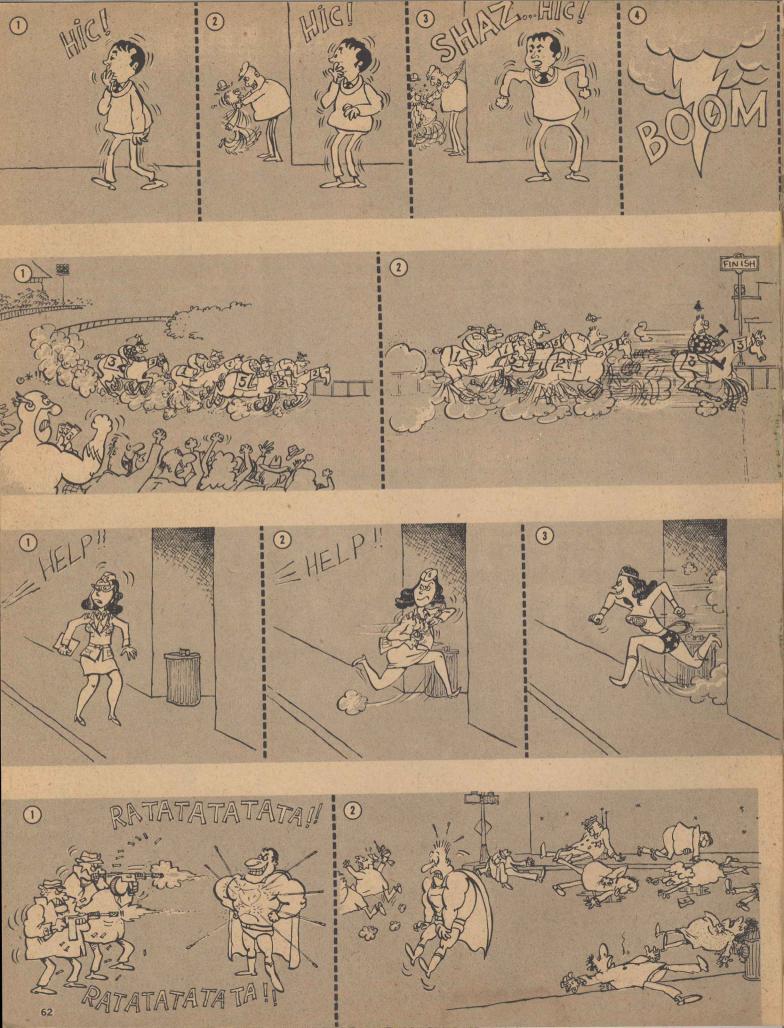














Consider the history of Mankind! In the beginning, the jungle was dangerous and threatening! And so, for comfort and safety, Man moved inside protective dwellings! Today, Civilization has reached great heights! And yet, Mankind still feels threatened and in danger! So we've reversed the process! Today, for comfort we bring the JUNGLE inside our dwellings, as my Wife has done!

You said it, Pall Including the WATERFALLS!







BERG'S-EYE VIEW DEPT. PART II

THE LIGHTER SIDE OF...

INDOOR **

What a healthy-looking vegetable garden!

Well, it gave me plenty of trouble! I really wanted a successful garden this year, but I ran into a problem! Weeds kept sprouting and choking off the seedling plants! I started a real battle with them, raking—and pulling them out—and using weed killers!

Well, you must've won the battle! You have a beautiful crop . . .!

Actually, I lost the battle! Those are the WEEDS!!









You see that? The economic situation sure is bad!

It's not that bad!

Just look around you! People are growing their own vegetables! That shows you things aren't going so wel!! It all depends on your point of view! In the Great Depression, people planted vegetable gardens in empty lots ... just like they're doing today! That proves things are desperate! Well, as I see it, things are booming!

I'm in the SEED BUSINESS!!









AND OUTDOOR



ARTIST & WRITER: DAVE BERG

You've got the best darn garden in the neighborhood!
Tell me the truth, Charlie
... what's your secret?

Modern technology
... and the miracle
of "Better Living
Through Chemistry"!



I bought this special package of fertilizer! It's the latest thing in the ever-advancing science of Agronomics! It has a fantastic ingredient that works like magic!

Really?!? What IS this fantastic ingredient . . . ?



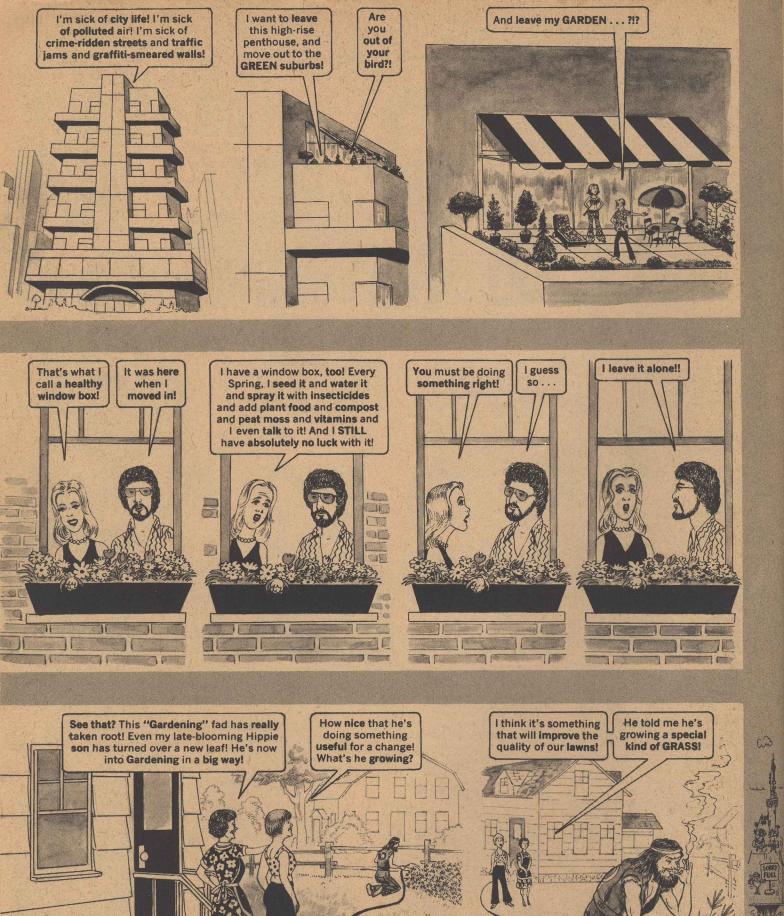
HORSE MANURE!!







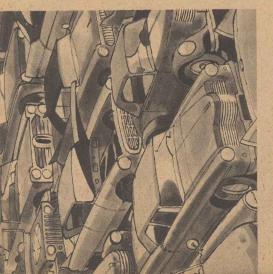




AMBIANCE CHASERS DEPT.

Has it ever struck you as peculiar that the restaurants which seem to be the most fashionably "in" are the very same ones that offer the shabbiest service and lousiest food at the highest conceivable prices? Well, it always struck us as peculiar, until one recent day when the mailman delivered a damaging little catalogue to the MAD office by mistake. Now, we suddenly understand how the whole beastly system works. It's all based on the assumption by owners of exclusive dining spots that we are a nation of incorrigible snobs, hopeless masochists and complete idiots. If you don't believe it, you really ought to get a look at this catalogue. Of course, you probably wouldn't be able to get one because it's full of horrifying trade secrets that laymen are never supposed to find out. So, in order to satisfy your curiosity and put you on your guard, here is . . .





FILL YOUR PARKING LOT with abandoned cars to give the place that jampacked look, even when there are no not tell-tale total wrecks, but merely stripped down pre-1960 models with engines removed for easier towing to vour location. Guaranteed to impress the few patrons you do have by making them walk several blocks to begin wait-

ing for a table.
4793—UNRECONDITIONED BUT PARKABLE USED CARS

\$695.00 doz.

customers inside. These vehicles are

(Specify type desired: Sick Studebakers, Dead DeSotos, Crippled Corvairs)

RESERVATIONS

ables you to impress newly arrived

PRE-FILLED RESERVATION BOOK en-

patrons while you keep them waiting. Prominent names of your imaginary clientèle printed in large, bold script



what they actually get.

energy. Namely the precious energy you'd waste dusting furniture and vacuuming carpets if lights were bright enough for diners TWO-WATT LIGHT BULBS save precious to see the filth. Dim illumination also provides more romantic atmosphere for paand more hiding places for waiters.

-DISMAL ELECTRIC "FAINT-GLO" 8149-DISMAL trons.

\$61.75 gross



4756—GENUINELY PHONY AUTOGRAPHED 4756-A-DE LUXE SET WITH FRAMES AND \$9.75 doz. \$47.50 doz. PICTURE HOOKS PICTURES vears.







ERVE

part of the rug pattern. Totally eliminates costly exterminator fees. May even convince into believing that real insects are merely COCKROACH CAMOUFLAGE CARPET DE-SIGN tricks even the most eagle-eyed diner Health Department inspectors to

8:30 8:20

8:00 1:45

7:30

without complaint to buy expensive

for all to see at a glance. Ideal for herding would be diners into the bar drinks as they beg for one of your 8755-BIG NAME-BIG PROFIT

many empty tables.

RESERVATION BOOK.

keep your license, assuming they never go into the kitchen.

4722-"EIGHT-LEGGED FRIENDS" BRAND CARPETING \$14.50 per square yd.

dole out fitting punishment to those who fail to tip him. These little horrors put more room alcoves and similar nooks you once considered unusable. Handy 14-square-inch **FINY DINING TABLES** let your head waiter money in your pocket, too, as they can easily be squeezed behind kitchen doors, into rest size lets you seat 200 in a dining room de-

\$69.95 ea. signed for 50.

1837—ITTY-BITTY DINING TABLES

1838-ODDLY WOBBLY CHAIRS FOR ITTY-BITTY TABLES.



23738-ATTENTION GRABBER RESERVA-TION SIGNS



44287—GARBLED GARBAGE DINNER



snob appeal to customers who don't tant price. Easy paste-on labels are amply large enough to cover those of payments deficit while you're helping 5622-ASSORTED FRENCH WINE Help relieve our national balance of know what they're drinking anyway al-MPORTED WINE LABELS cost considlows you to charge your usual exhorbiany cheap domestic brand you serve. erably less than imported wine. yourself to enormous profits.

\$6.50 per gross ITALIAN WINE \$3.75 per gross 69¢ per gross POLISH 5623-ASSORTED LABELS 5624—ASSORTED LABELS



nelps justify your \$4.50 cheeseburgers by requiring three waiters to melt the mechanism operates on kerosene GLEAMING BRASS CHAFING DISH cheese at patron's table. Also impressive for warming up pancakes left over from breakfast and selling them as crèpes suzettes at dinner. Heating handsomely packaged in used brandy 56911-"PRETTY HOT STUFF" bottles. (Available at extra cost.)

BRAND CHAFING DISH \$24.95

for your monthly linen laundering.





creases you plan to make next year.

12709—"SUPERCHARGE" BRAND
PRE-ADDED DINNER CHECKS ing to tip all of your underpaid Checks are virtually inflation-proof as \$75 per 1,000 PRE-ADDED CHECKS eliminate your employees who need the cash badly. printed prices already reflect the inrisk of losing money due to faulty addition. Also aids diners in remember-

STOP WASTING MONEY on parsley likelike rubber garnishes are equally utation, yet they can be rinsed off and used again and again. (Not recomeffective for maintaining your ritzy repsprigs, frilly radishes and similar decorative food that nobody ever eats. mended for vegetarian restaurants catering to health freaks.)

5663-SHERWIN WILLIAM BRAND HIGH-GLOSS TABLE GARNISH



ng final touch to your meals than the BICARBONATE OF SODA MINTS. Let greasy food. Use of sugary menthol spray has added so much phony flavoring that patrons will never dream they really eating antacid tablets. Also ideal for employees who forget to bring after-dinner mints create a more pleasneartburn normally created

their lunch from home.

38117-STOMACH SAVER AFTER \$2.69 lb. DINNER MINTS.



about your rotten food, high prices don't know whether they're getting what they asked for. Listed entrées are **GUAGES** silence customer complaints forever! After all, who can squawk and mixed-up orders when patrons all sheep brains or hog liver exotically described in Albanian, Navajo and MENUS IN OBSCURE FOREIGN LAN Nepalese.

MENUS. \$15.25 doz.

fashioned standard size, especially to customers who are half bombed. Yet enable you to serve skimpier portions plates look at least as large as the old new style holds 50% less food. You'll cut costs without risking howls of pro-OPTICAL ILLUSION DINNER PLATES at even higher prices. Cleverly designed sunburst pattern makes smaller

47651—BIG LITTLE DINNER PLATES \$17.50 doz. test with these diminutive beauties.

HAS ANYBODY EV

A DUNCE CAP



OR A BURGLAR WEARING A "LONE RANGER" MASK

OR A MAGICIAN

OR A NEWSBOY YELLING "EXTRA! READ ALL ABOUT IT!"

TIED TO THE END OF A STICK



OR AN INDIAN THAT EVER SAID "HOW!" OR

OR A LADY FLIRTING WITH A MAN BY DROPPING HER HANDKERCHIEF



IN A DOOR



OR TWO DRUNKS STAGGERING UP THE STREET SINGING "SW

OR A BILLY GOAT EATING A TIN CAN



OR THE "LIFE OF THE PARTY" WEA

ED OUT WITH SOAF



OR A MAN DRINK CHAMPAGNE FROM A LADY'S SHOE

WAITING FOR HER HUSBAND WITH A ROLLING PIN



OR A REPORTER WITH A



ER REALLY SEEN...

ARTIST: GEORGE WOODBRIDGE

WRITER: LARRY SHARP



OR SOMEONE THROWING AN OLD SHOE AT A CAT ON A FENCE



HAT EVER SAID "ABRA CADABRA"



OR A HOBO WITH HIS BELONGINGS



OR A JUG OF WHISKEY WITH "XXX" MARKED ON IT



A SAFE FALLING FROM A HIGH WINDOW



OR A SALESMAN PUT HIS FOOT



OR A ST. BERNARD WITH A KEG OF BRANDY



RING A LAMPSHADE ON HIS HEAD



OR A KID GETTING HIS MOUTH WASH-



OR "STARS" WHEN YOU'RE HIT ON THE HEAD

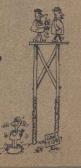


OR A WIFE

"PRESS" CARD STUCK IN HIS HAT BAND

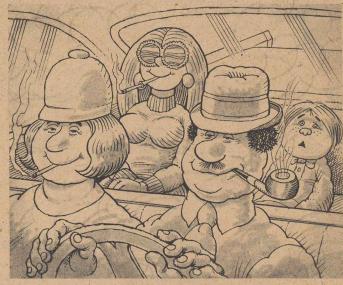


OR A FUNNY ARTICLE IN MAD?

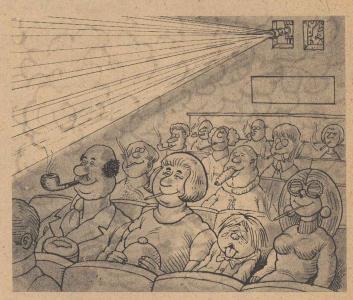


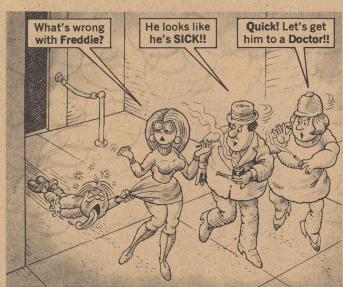
THE PROBLEM A SHORT ACCOUNT OF A NON-SMOKER'S DILEMMA













W GESUNDHEIT!



Today, a silent war is raging (And sometimes, it's not so silent!) between "Smokers" and "Non-Smokers." Smokers are strong-willed and determined, insisting upon their God-given right to kill themselves. And Non-Smokers are equally strong-willed and determined, insisting upon their God-given right to breathe fresh air instead of that murderous Smokers' smoke. All kinds of solutions have been tried, such as "No-Smoking" sections in theaters, trains and planes, but with little success. (Like, how are you going to keep the smoke in the "Smoking Section" from wafting over to the "No Smoking" section?) And there are countless other places where Non-Smokers don't even have this minimal protection, such as offices, restaurants and even private homes. However, MAD feels that, with a little cooperation from both our Smokers and our Non-Smokers, the war between them can be happily ended . . . mainly by the use of these

MAD DEVICES DESIGNED TO SOLVE OUR SMOKER VS. NON-SMOKER PROBLEMS

ARTIST & WRITER: AL JAFFEE

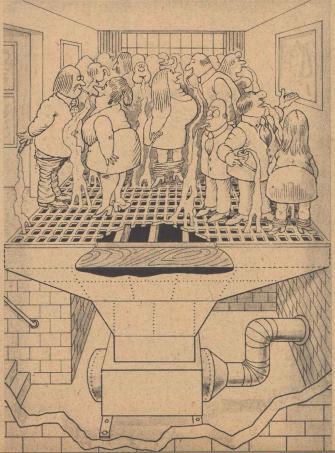
MAD'S SMOKE-FILLED, CROWDED ROOM DEVICES

The smoke-filled, crowded room presents a special problem that the ordinary, simple filtering device cannot handle conveniently or dependably. Here, then, are two sure-fire solutions that can take the smoke headache out of hosting.

THE GIGANTIC CEILING GRID & ATTIC BLOWER EXHAUST SYSTEM

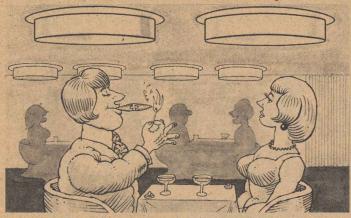


THE GIGANTIC FLOOR GRID AND CELLAR BLOWER EXHAUST SYSTEM

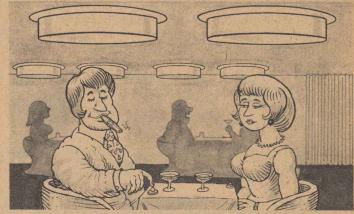


MAD'S PUBLIC AND PRIVATE GROUP SMOKE

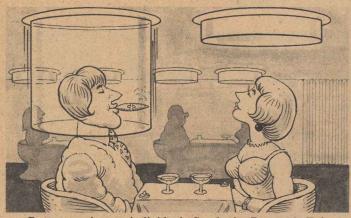
THE RESTAURANT SMOKER'S PERSONAL EXHAUST SYSTEM



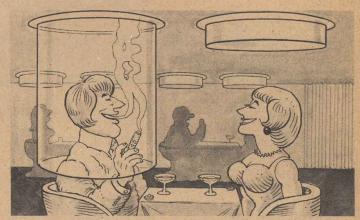
After a hearty meal, the restaurant diner lights up, much to the dismay of his date, who is a non-smoker, and pales with the anticipation of inhaling nauseating cigar smoke.



But unknown to her, restaurant has considerately installed a Smoker's Personal Exhaust System, which the smoker puts into operation by pressing button at his corner of table.

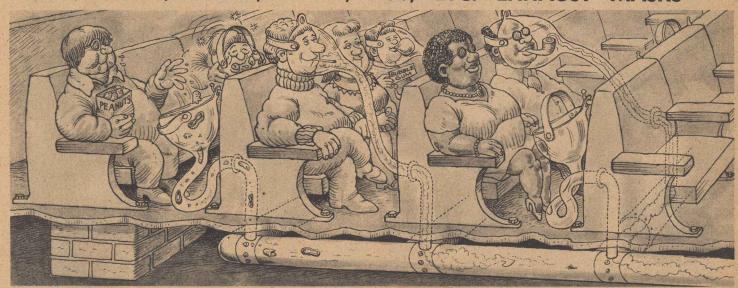


Button activates individual Smoker's Personal Exhaust System, which lowers large plexiglass tube over diner.



Once tube is in place, powerful exhaust fan removes all the offensive smoke, and diners continue to have pleasant time.

THEATER, PLANE, TRAIN, BUS, ETC. EXHAUST MASKS



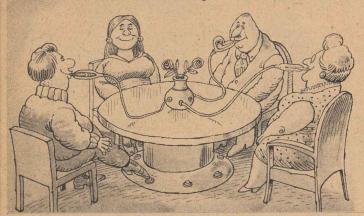
Any situation with crowded, fixed seats can be adapted to this 100% effective Smoke Control System. It eliminates

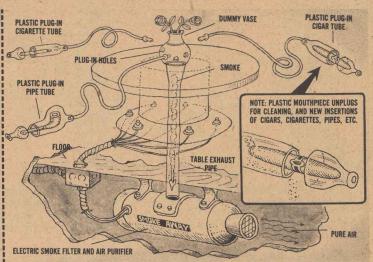
impractical "Smoking" and "No Smoking" sections, and the splitting up of smoker—non-smoker friends and relatives.

FILTERING AND EXHAUST SYSTEM DEVICES

DECORATIVE SMOKE-EXHAUSTING DINING TABLE VASE

Individual, sterilized mouthpieces and tubes are supplied by host. Each one is plugged into the vase, where a powerful exhaust system removes the smoke to the utter delight of non-smokers at the table.

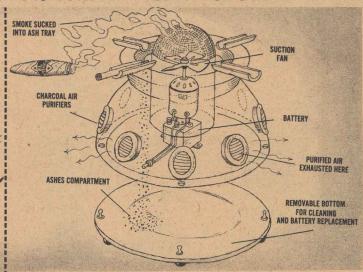




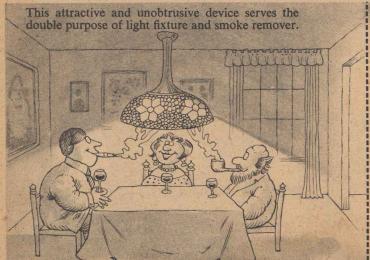
COMPLETELY SELF-CONTAINED ASHTRAY FILTER SYSTEM

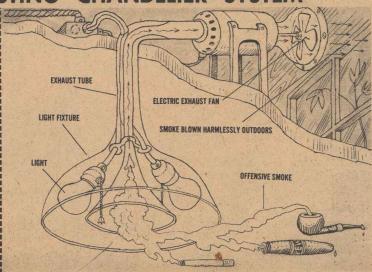
This compact and effective device runs on batteries or house current, and will draw smoke from as far as twenty feet away. Can also be used as ordinary air-cleaner for pollen dust, etc.





UTILITARIAN SMOKE-EXHAUSTING CHANDELIER SYSTEM





PERSONAL DEVICES FOR INDIVIDUAL SMOKERS

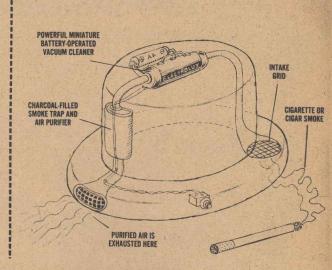
SMOKER'S AIR PURIFYING AND SMOKE FILTERING HAT



Upon meeting non-smoking friend, the smoker considerately presses a button on what appears to be a plain straw (or other style) hat.



Suddenly, all smoke emanating from the smoker's cigarette or cigar miraculously disappears almost as fast as it is made.



SMOKER'S DUMMY EYEGLASS SMOKE EXHAUSTING DEVICE

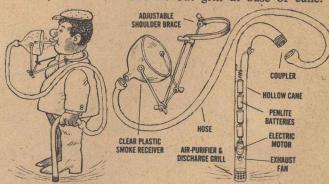
Smoke is drawn directly into grill located on eyeglass nose bridge piece, and then blown inoffensively through earpieces toward the rear and away from the non-smoker.





SMOKER'S PERSONAL MASK & CANE FILTERING DEVICE

Clear mask is supported by adjustable shoulder brace. Powerful mini-motor pulls smoke into mask, through a filter, and sends clean air out grill at base of cane.



This principle can also be adapted for use with umbrellas, swagger sticks, crutches, stilts and other walking devices.

SMOKER'S SHOPPING CART SMOKE FILTERING SYSTEM

Shoppers can blithely and happily push these carts around without fear of stinking up entire store. Also reduces fire hazard so that many stores which do not permit smoking can now offer it as bonus.



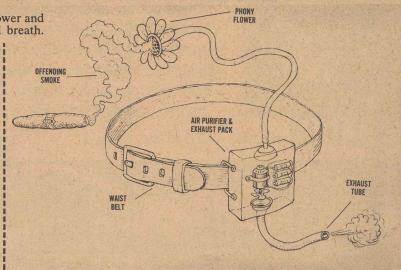


SELF-PROTECTIVE DEVICES FOR NON-SMOKERS

NON-SMOKER'S LAPEL FLOWER REAR SMOKE DISSIPATOR

Powerful mini-blower pulls smelly smoke into dummy flower and sends it harmlessly out rear. Also effective against bad breath.

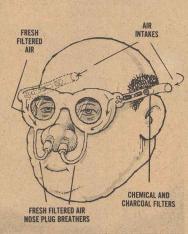




NON-SMOKER'S REAR INTAKE EYEGLASS AIR PURIFIER

Smoke being blown into non-smoker's face does not bother him because he breathes pure air taken from behind him.

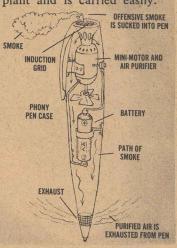




NON-SMOKER'S FOUNTAIN PEN SMOKE SUCTION FILTER

A marvel of miniaturization, this pen is a complete smoke filtering and air purifying plant and is carried easily.

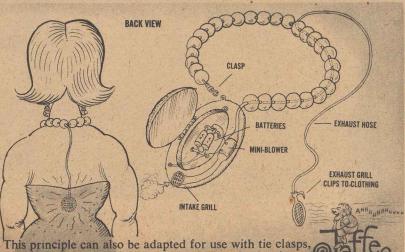




NON-SMOKER'S DECORATIVE BROOCH SMOKE EXHAUSTER

Attractive and easy to wear, smoke is drawn into brooch and pumped through hose to grill at wearer's back. This takes smoke (and breath) away from non-smoker's face.

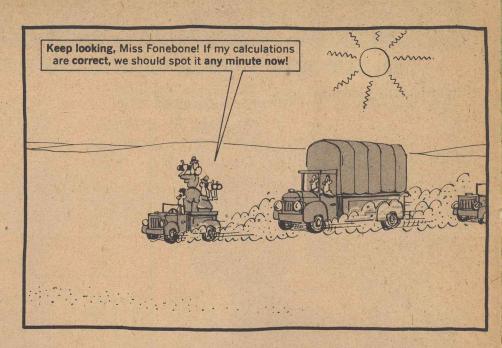




bracelets, watches, earrings, finger rings and other items.

DON MARTIN DEPT. PART III

PROFESSOR BLEENT AND THE FLOON BEETLE EXPEDITION











WHAT SPECIALINTEREST GROUP
IS BENEFITING
MOST FROM
OUR JAMMED
COURTS?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

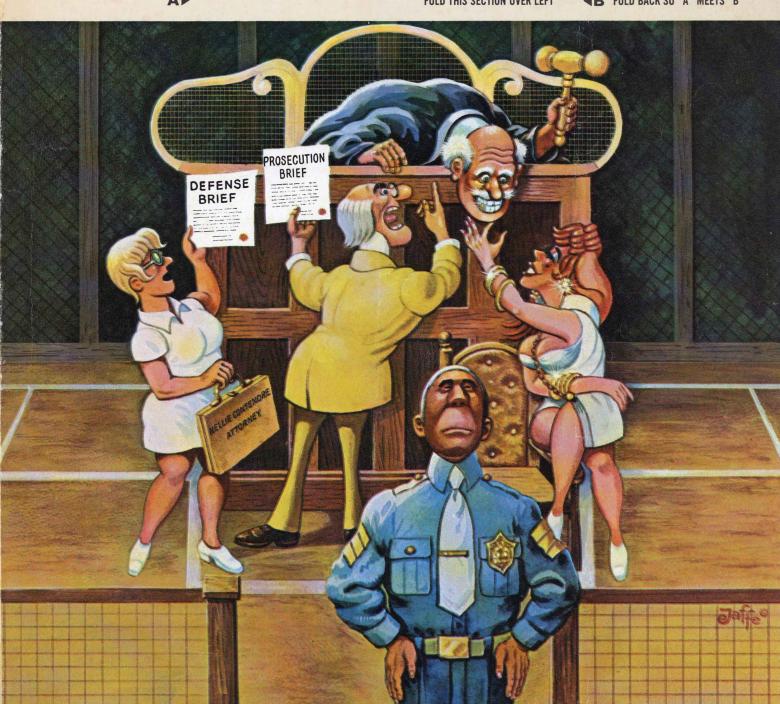
Despite the fact that courts all over the country are operating under the pressure of long waiting-lists, there is one special-interest group which is actually profiting from this overcrowded situation. To find out which group, fold in the page as shown.

FOLD PAGE OVER LIKE THIS!

AP

FOLD THIS SECTION OVER LEFT

◆B FOLD BACK SO "A" MEETS "B"

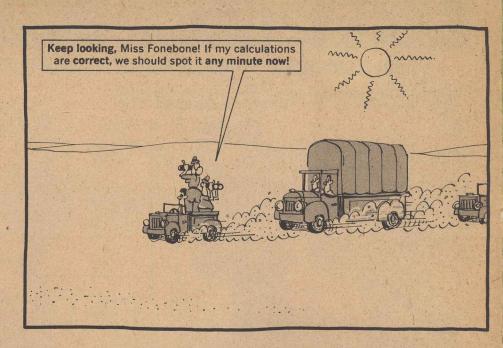


ARTIST & WRITER: AL JAFFEE THE NATION'S JAMMED COURT CALENDARS HAVE THE TENDENCY TO SUBVERT JUSTICE. THIS CAN SPELL FINIS INDUBITABLY TO OUR CHERISHED DUE PROCESS SOPHISTRY

AÞ 4B

DON MARTIN DEPT. PART III

PROFESSOR BLEENT AND THE FLOON BEETLE EXPEDITION







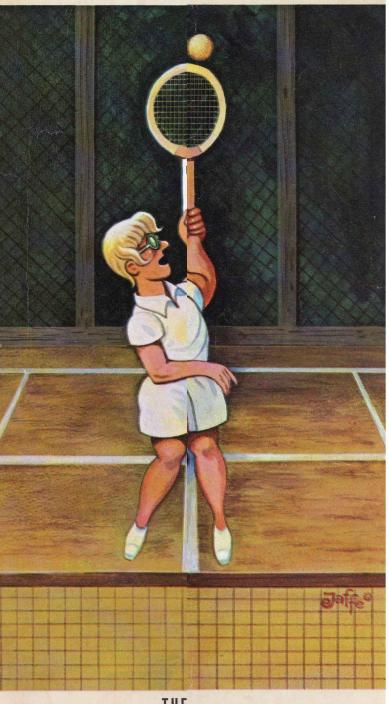




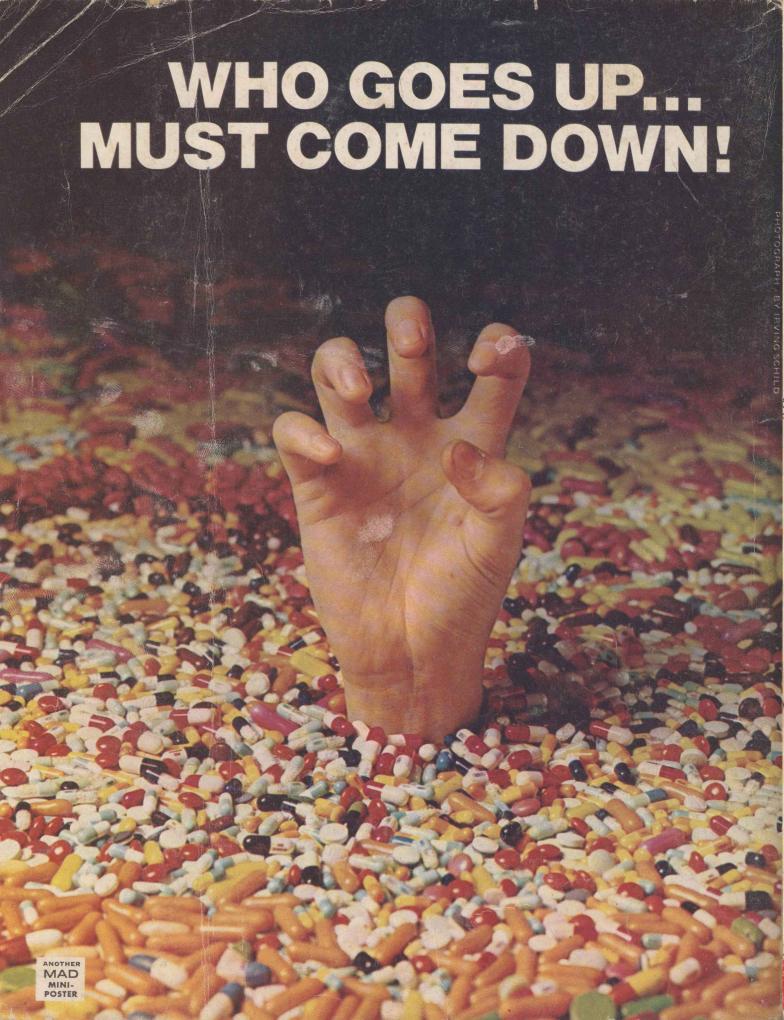
WHAT SPECIALINTEREST GROUP
IS BENEFITING
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OUR JAMMED
COURTS?

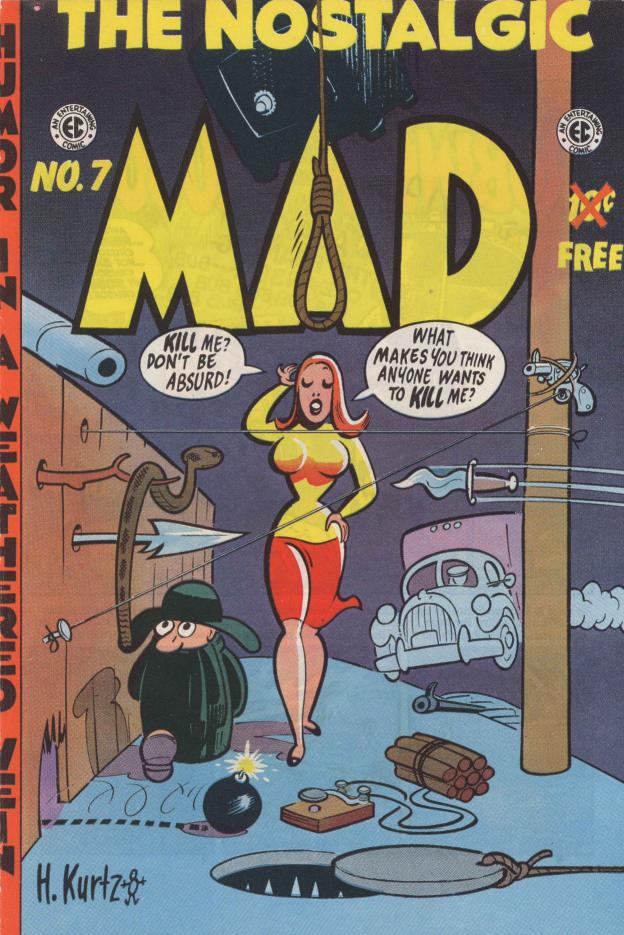


A B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER: AL JAFFEE THE TENNIS INDUSTRY





CLASSIC-TYPE COMICS DEPT.: WELL,GANG... HERE'S MORE GRIST FOR THE BOOK REPORT MILL! COURSE, YOU CAN MAKE A NICE, SANE BOOK REPORT FROM A CERTAIN COMPETITOR'S HIGH-CLASS CLASSIC-TYPE COMIC BOOKS... BUT JUST THINK HOW YOUR TEACHER WILL BEAT CHALK ERASERS ON HIS HEAD WHEN HE READS YOUR BOOK REPORT ON OUR VERSION OF... AWWWKK. ROBINSON CRUSOE! CRUSOE BUT ROBINSON

My name is Robinson Crusoe! In the year 1652, while sailing the ocean, I found myself suddenly in the water! Although my vessel was sturdy enough, I was in great trouble because of the rough condition of the water! You, see, I was taking a bath below decks, and what with rocking of the boat, I had lost my cake of soap!







I finally left my bath ... yes... I had my clothes on since it's not nice to be unclothed in a comic book as well as a

I finally left my bath ... yes... I had my clothes on since its ... to find myself stepping into more water! Yes ... the not nice to be unclothed in a comic book as well as a boat was sinking! Vainly I fought the monstrous movie! Imagine my surprise when I stepped out of the water... waves ... trying to find that furshlugginer soap!





Seeing the outline of an island. I For eagerness could weaken me swam in that direction, not too and I was determined not to be Imagine my surprise when I found eagerly, in order to save my strength! too eager for eagerness was no good! I had swum right over the island...







...the jacced rocky island! No wonder the water felt rough! I stood shakily on the shore of this wild island ...spent! No money in my pockets_like I said ...spent!

As I stood wondering how to stay alive, the storm abated and the water receded! You don't even have to imagine my surprise when I saw the ship washed up on the rocks!





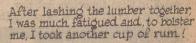
Copyright © 1953-1954-1979 By E. C. Publications, Inc.



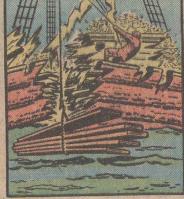
Without a moment's hesitation, I plunged into the surf! Hoisting myself over the side, I found upon inspec-Without a moment's hesitation, I plunged out again! tion, not'a living soul aboard! Breaking into the Brrr! It was cold! I then swam to the boat! storage locker, I found tools and a cask of rum!



Determined to move the ship supplies I then commenced cutting away to shore, I removed the tools, and ... lumber, which I threw over the to bolster me, I took a cup of rum! side to fashion into a raft!









With great pains, I hoisted I then got a load of powder With much mishap, I fur- I then got another took down a tool chest... and kegs and canvas ready!...I ther loaded the raft! I went of load ready and cupped so, I took a cup of rum! went and cup a took of rum! and cupped a rum of took! it down on the rum...









Boy! Was I drunk!... But the work had to be done, so I squared my shoulders, marched resolutely to my task... and fell overboard! When I finally made my way to shore...

... I sought immediately to protect myself and my supplies from wild beasts and savages! Choosing a cliff wall, I built a stockade snub against it!





I built it high and strong so that nothing could get in, and too late I realized nothing could get out...

equipment and I made a ladder...

...for I had forgotten to build a ...and I got out...for man's ability to door! However, I had all my tools and improvise...his indenuity conquers equipment and I made a ladder... all! Then it hit me!...How do I get in?







For the only way to climb the wall was with a ladder ... without a moments hesitation, I was plunging in and the only ladder was inside the wall next to the and out of the surf... and soon came back from the ship only tools to make a ladder! Well live and learn, I say! with another load of tools and another load of rum!



Salar Salar



Realizing I might be on this island for along time, I set about to the task of building quarters!... But since I had no ruler, I needed a rule to rule a ruler!

...and although I had the tools to make a ruler, I had no ruler to rule the straight edge for the ruler! So Icut a chunk of straight edge from the picture border!



Cutting wood for my projects was an unbelievable task! For example...

...not having a whip-saw nor help, Id chop my tree and shape it with an axe!

when Id gotten it adzed which I might shape down to a single board, I down to the final piece could then saw out a block... of work! I'm telling you...









...it was more work making a mere toothpick than you could ever imagine!... But now, I had to give some thought to my living quarters!...I carefully chose my trees...

...Ithen chopped a quantity of trees...trimmed shaped and adzed them on the spot to facilitate carrying them back to the site where I was building my quarters!

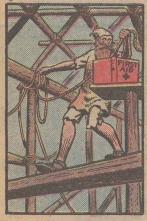




Although I had some nails, I also fashioned pegs and secure withal, I had a grass rope for joints...

To roof, seal, and make plentiful supply of turf... ... Inside, I constructed with ... fire hardened clay pots! carpentry, shelves, furniture... do with the crudest tools!

my crude knowledge of It's fantastic what man can







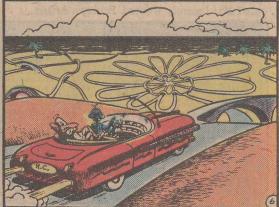


For that is how man is different from animal! Man has indenuity to improvise and to make do with the crudest of tools... with the help of his hands and mind! And so, my living quarters rose above the island ... a duplex apartment house ... picture windows overlooking the sea ... hollywood. kitchens ...



Even though I was marconed alone on an island with ... However, I was still restless! I needed to build one only my wits to keep me doing, I strangely enough more thing, ... I needed one more item to make my began to feel quite at home, there in my duplet apartment ... living complete! I went for a ride in my hand built car!





After driving a while on my hand built highway, I got out to walk on the shore! It was there that I came across what appeared to be a footprint.



Needless to say, I was perplexed at finding a solitary footprint in the sand! But upon closer examination, I observed it was no footprint... It was a foot in the sand!



A foot belonging to a native, who had been buried in the sand/He placed my foot on his head in gratitude... ...a gesture he regretted since I hadn't changed my sox in some time. He said his name was Friday... Joe Friday!

Said he was from Dragnet'or something! However...this human being was the item. I needed to make living complete!







What's that you say? I needed Friday because I wanted someone to talk to?... Because I needed companion-ship? No! I merely wanted Friday's brain...



...hacked the beggar open ten seconds after I saved him! You see... I needed his brain to build the one more thing I needed to make my living complete... WOMAN!



...I call her Francinestein ... made of bits of grass rope...turf...goatskin ... It's truly wonderful what man can do with the crudest of tools ...

ROMANCE (NOT THE SEXY KIND) DEPT; SREETINGS, DEAR READER!...ALL SETTLED FOR A COMFORTABLE EVENING OF READING?...THAT'S IT!...SETTLE DOWN!... SHUGGLE INTO YOUR FAVORITE CURBSTONE!... ALL COMFY NOW T... WELL BLUCY IT WHILE YOU CAN, KID, CAUSE AFTER READING THIS BOOK, YOU'LL BE A MERVOUS WRECK! AND OUR BOOK STARTS WITH.



YOUNG PRINCE VIOLENT OF DRULE WHO ASPIRETH TO BECOMETH A KNIGHTETH AT-ETH KINGETH ARTHURETH ROUTH... RATH... THOOTH... PTODEY... AT KING ARTHUR'S ROUND TABLE, WHILES AWAY THE TIME IN GREAT FUN AT THE SPORT OF MOCK COMBAT!... WITH DULL-EDGED WOODEN SWORDS AND PADDED DOUBLETS, PRINCE VIOLENT, IN GREAT FUN AND SPORT... SCORES A BLOW IN FUN UPON HIS GOOD FRIEND AND HAS SO MUCH FUN!... BOY WHAT PUN!... FUN! WOW!... FUN!



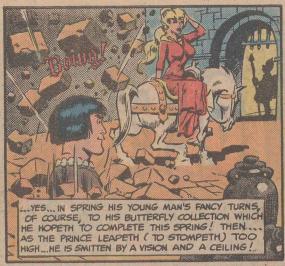
... BUT IF ONE LOOKS CLOSELY AT THE PRINCE WHO IS TROMP-ING SPORTINGLY ON HIS FALLEN FRIEND, ONE SEES THAT HE IS NOT HAPPY!



...ONE SEES BY THE WAYS HE LANDS ON HIS TOES INSTEAD OF HIS HEELS... THE HEELS WITH THE 'TAPS'... THAT HIS HEART IS NOT WITH THIS GREAT SPORT!



...FOR THE YOUNG MAN'S HEART IS RILLED WITH OTHER LONGINGS!... YES...THE LONGINGS THAT USUALLY FILL A YOUNG MAN'S HEART WHEN WINTER TURNS TO SPRING...







ALAS...HIS LANCE DOES NOT FIT SIDEWAYS THROUGH THE PORTCULIS! AND WHEN HE FINALLY FIGURES IT OUT AND TRAMPS ACROSS THE DRAW-BRIDGE, THE MAIDEN IS GONETH!



...AND PRINCE VIOLENT HAS BARELY LEFT THE CASTLE OF HIS FATHER WHEN HIS TROUBLES BEGIN!... HE IS CAUGHT WITH HIS STEED IN THE GRIP OF SOME FORCE...



...THAT PULLS HORSE AND RIDER BACKWARDS! 'INDEED, THIS IS WITCHCRAFT! VIOL THINKS TO HIMSELF! (WELL CALL HIM 'VIOL' OR 'VILE' FOR SHORT!)



"HOWEVER, THE VALIANT MOUNT CLAWS HIS WAY TO THE END OF THE BRIDGE... BUT SOME, SORCERY HAS TAKEN AWAY THE LAND AND, AS VIOL FALLS, HE THINKS 'THIS IS THE WORK OF SPRITS ... INTOXICATING SPIRITS I DRANK BEFORE I LEFT!



...BUT A MOMENT LATER ...QUIETLY PONDERING AMIDST THE STENCH OF THE MOAT... VIOL SEES IT IS NEITHER SPRITS NOR WITCHCRAFT BUT MERELY THE SLANTED DRAWBRIDGE WHICH HATH RISETH BY ACCIDENTETH WHILE HE WAS ON-ETH!



SET OUT LIPON THE HIGH-ROAD!



WAY ALOTA HATH GONE, PRINCE WOLENT STOPPETH A MAN WHOM BY HIS POINTY-SHAPED HELMET, VIOL TAKETH TO BE A SOLDIER!



IMAGINE VIOL'S SURPRISE WHEN HE DISCOVERETH THE VARLET HATH NO HELMET ON AT ALL! THE MAN POINTETH OUT WHERE THE MAIDEN HATH PASSED.



FINCE VIOLENT SETS OUT IN THE DIRECTION THAT HAS BEEN POINTETH BY THE MAN WHOSE HEAD HAS ALSO BEEN POINTETH! AFTER MANY WEARY DAYS OF JOURNEYING, VIOL'S HEART LEAPS AS HE CATCHES A GLIMPSE OF LONG GOLDEN HAIR! ... ALOTA!



AND IT IS ONLY WHEN HE HAS SKIPPED OVER AND SWEPT THE HAIR TO HIS LIPS... IT IS ONLY THEN THAT THE BURRS, THE UNWASHED SMELL, THE LITTLE MOVING THINGS TELL HIM THAT THIS IS NOT A MAIDEN'S HAIR BUT A WARRIOR'S BEARD!



GRASPS HIS SINGING SWORD BY THE HAFT_TO STOP ITS SINGING!



SHOCKED AND THEY STAND LIKE STATUES! NOTHING MOVES BUT THE WINGS ON THE VIKING CHIEF'S HELMET!



MAKES A MOVE, THE CHEF WILL LOSE A VERY FINE HELMET

















PURSUING HIS QUEST, VIOL STANDETH ON A SUM-MIT IN A HEROIC POSTURE!...NOT THAT THIS SUMMIT OVERLOOKS ANYTHING, SINCE IT FACETH A ROCK WALL ...BUT HOBOY... WHAT A HEROIC ROSTURE! SUDDENLY VIOL'S SINGING SWORD STARTS SHRIEKING!







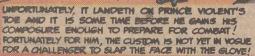






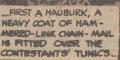




















YOU KNOW WHAT HAPPENS HOW ?...























KINGS BOOTS!... HAPPILY, VIOL HATH CAUGHT SIGHT OF THE SHY MAIDEN, ALOTA, AND PURSUETH



HAIR THAT GROWETH THEREON ... BUT HE IS NOT QUICK ENOUGH!



REASON I ALWAYS RAN-ETH WHEN YOU PURSUETH WAS ...



A WOMAN WITH THAT PAGE-BOY BOB YOU WORE! NOW I SEE YOU ARE A MAN!" THEY KISSETH! OUR STORY ENDETH!















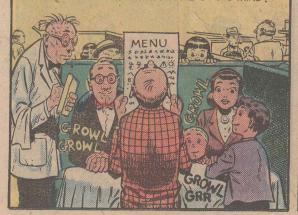
ANYHOW... YOU FINALLY GET A TABLE AND ALL'S WELL UNTIL YOU NOTICE THE WAITER HASN'T CLEARED YOUR TABLE-TOP, THE CONDITION OF WHICH IS BEST DESCRIBED IN A WORD... "ECCCCHHHH!"



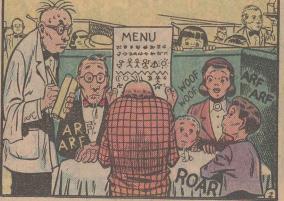
SO THERE YOU WAIT, A RISING LUMP IN YOUR STOMACH...
WATCHING THE JUMBLE OF GREASY DISHES... THE COLD
CUP OF GREY COFFEE WITH THE FLOATING CIGARETTE
BUTT... THE LITTLE GLISTENING WET THINGS ON THE TABLE-CLOTH!



HOWEVER, SINCE YOU'RE IN A MILD STATE OF STARVATION BY TIME THE WAITER COMES... YOU ALL GIVE YOUR ORDERS IN A TWINKLING... EXCEPT FOR UNCLE SMURDLEY!... HE CAN'T MAKE UP HIS MIND!



...THAT'S UNCLE SMURDLEY!... EVERYONE'S IN A HURRY TO EAT!... THE WAITER'S IN A HURRY TO TAKE THE ORDER! ... EVERYONE KNOWS WHAT THEY WANT, 1, 2, 3... EXCEPT FOR UNCLE SMURDLEY!... HE CAN'T MAKE UP HIS MIND!



















SO YOU GOT TO SIGNAL THE WAITER!... NOW HOW YOU SIGNAL WAITERS IS BY SIGN LANGUAGE ALTHOUGH

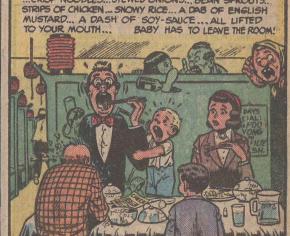






SOON...ALL OBSTACLES SURMOUNTED, YOU SPOON OUT SAVORY CHOW-MEIN IN CLOUDS OF STEAM... MIX VARIOUS INGREDIENTS BEFORE YOU, AND ECSTATICALLY LIFT A FORKFULL TO YOUR MOUTH...





CRISP NOODLES ... STEWED ONIONS ... BEAN SPROUTS.

OK...! YOU GO!.. YOU COME BACK!
....YOU SIT DOWN AGAIN!... YOUR
PLATE OF FOOD HAS COOLED OFF
A LITTLE, BUT THAT'S ALL RIGHT!









以下数x的建。





WELL...THE MEAL'S OVER... THE WAITER BRINGS THE BILL (FACE DOWN)!... NOW A RESTAURANT BILL IS LIKE A PRETTY GIRL IN A BATHING SUIT! YOU WANT TO STARE, BUT YOU KNOW IT'S NOT NICE!





ALTHOUGH PEOPLE ARE WAITING FOR TABLES, YOU WANT TO SIT A MOMENT TO SMOKE...TO LET THE FOOD SETTLE! THE WAITER TAKES AWAY THE DISHES ... TAKES AWAY THE ASH-TRAY ... THE TABLE CLOTH.



BUT WHEN THE WAITER TAKES AWAY THE TABLE AND WHEN THE PEOPLE START SITTING DOWN NEXT TO YOU AND START TUCKING NAPKINS UNDER THEIR CHINS, YOU RELIEVE MAY BE THEY WANT YOU TO LEAVE!

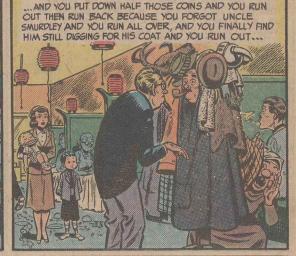


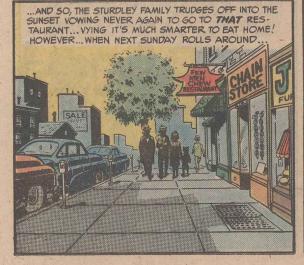














...HERE YOU ARE WITH THE STURPLEYS...EYEBALLS PROTRUPING, TONGUES GENTLY LOLLING...AT A CHOW-MEIN RESTAURANT (POPULAR IN BIG CITIES) WHERE YOU'VE BEEN WAITING IN LINE FOR A TABLE...



has blown it in."

"What does it want?" another cried. "Some whisky,



to the work-

I wouldn't touch him with a fork, he's filthy as a



This badinage the poor wretch took with stoical good grace; In fact, he smiled as though he thought hed struck

the proper place. 40.



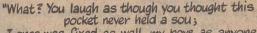
*Come, boys, I know there's kindly hearts among so good a crowd -

To be in such good company would make a deacon



'Give me a drink-that's what I want - I'm out of

funds, you know; When I had cash to treat the gang, this hand was never slow.



I once was fixed as well, my boys, as anyone of







"There, thanks; that's braced me nicely; God bless you "Give you a song? No; I can't do that, my singing one and all; Next time I pass this good saloon, I'll make



days are past; My voice is cracked, my throat's worn out, and my



"Say! Give me another whisky, and I'll tell "That I was ever a decent man not one of you What I'll do-

would think;

I'll tell you a funny story, and a fact, I promise But I was, some four or five years back. Say, give me another drink.







"Fill her up, Joe, I want to put some life into my

"Five fingers - there that's the scheme - and frame-Such little drinks, to a bum like me, are miserably Well, here's luck, boys, and, landlord, my best



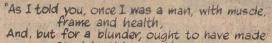






"You've treated me pretty kindly, and I'd like to tell you how

I came to be the dirty sot you see before you







"I was a painter - not one that daubed on bricks "I worked hard, at my canvas and was bidding fair to rise.
For gradually I saw the star of fame and wood

But an artist, and, for my age, was rated before my eyes.





"I made a picture, perhaps you've seen, tis called | And then I met a momen - now comes the the Chase of Fame;

It brought me fifteen hundred pounds and will With eyes that petrified my brain, and sunk of into my heart. into my heart. added to my name.







"Why don't you laugh? 'Tis funny that the vagabond But twas so, and for a month or two, her smiles were freely given.

And when her loving lips touched mine it carried me to heaven. you see Could ever love a woman and expect her love



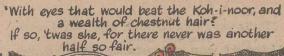


"Did ever you see a woman for whom your soul

With a form like Milo Venus, too beautiful to live;



"I was working on a portrait, one afternoon in May, Of a fair-haired boy, a friend of mine, who lived across the way,





"And Madeline admired it, and much to my surprise, Said that she'd like to know the man that had such dreamy eyes.



'It didn't take long to know him, and before the month had flown My friend had stolen my darling, and I was left alone;



And, ere a year of misery had passed above The jewel I had treasured so had tarnished, and was dead.







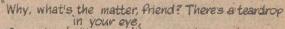
"That's why I took to drink, boys. Why, I never saw you smile,
I thought you'd be amused, and laughing all



Say, boys, if you give me just another whisky, all be glad,
And I'll draw right here a picture of the face



Another arink, and with the chalk in hand, the vagabond began To sketch a face that well might buy the soul of any man.



come, laugh like me; tis only babes and women that should cry.



"Give me that piece of chalk with which you mark the baseball score -You shall see the lovely Madeline upon the



Then, as he placed another lock upon the shapely head, With fearful shriek, he leaped and fell across the picture - dead.



















BASKETBALL HALL IS THE FAMILY CASTLE OUT ON THE MOORS!... ONE BLACK NIGHT WHEN THE COUNT WAS NAMES A PARTY... A MADEN SPURNED HIS AFFECTIONS AND RAM FROM BASKETBALL HALL INTO THE MOORS!

THE COUNT, IN A TERRIBLE TEMPER... UNLEASHED HIS HOUNDS AND WENT AFFER HER! AS THE GLIESTS SAW NIM GO... THEY HEARD HIM SHRIEK TO THE DEWL TO ASSIST HIM IN THE CHASE! WHEN HIS FRIENDS CAUGHT UP WITH HIM... THEY FOUND THE MAIDEN DEAD, AND THEY FOUND THE COUNT WITH A MONSTROUS BLACK HOUND STANDING OVER HIM, RIPPING OUT HIS THROAT...















... WELL...EYER SINCE COUNT
AMISHER BASKETBALL'S DEMISE,
LIVING AT BASKETBALL HALL
HASN'T BEEN CRICKET! IT WOULD
SEEM THAT THE FAMILY HAS
BEEN CURSED BY A'LONG SERIES
OF SAD MISFORTUNES AND
UNTIMELY DEATHS...



... UP TO THE LAST DESCENDANT
OF THE BASKETBALLS... MY
UNCLE, COOLIDGE BASKETBALL,
WHO ONLY THIS PAST YEAR,
DIED AT BASKETBALL HALL
UNDER THE MOST UNUSUAL
CIRCUMSTANCES AT THE
ENTRANCE TO THE COURT-YARD
OF BASKETBALL HALL!

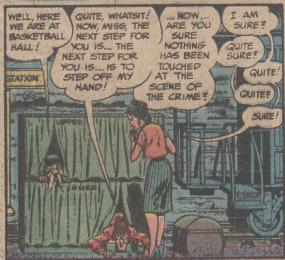


...YES...THEY FOUND HIM BY THE BASKETBALL COURT, LYING WHERE HE HAD FALLEN...APPARENTLY FROM A STOPPAGE OF THE HEART!... IT SEEMS HE HAD BEEN RUNNING FROM SOMETHING...AND WHEN WE FOUND HIS BODY... HIS FACE WAS FROZEN IN THE MOST TERRIFYING EXPRESSION OF HORROR I HAVE EVER SEEN!... NEAR HIM WAS FOUND FOOTSTEPS!











AS YOU CAN SEE, MR. SHOMES ... NOTHING HAS





















YES INDEEDY, SHOMES ... JUST

















